

Starchroom

**LAUNDRY
JOURNAL**

First in the Laundry Industry since 1893

FEBRUARY, 1955



Toy cars help prevent truck accidents in self-governing "court" conducted monthly by the route salesmen at Brunswick Laundry, Jersey City, New Jersey. For complete story see page 28

How dyeing can be a profitable sideline . . . Page 16

Preventive maintenance keeps a fleet rolling . Page 40

How to select the correct A. C. motor Page 68



Photo by Constance Bonniester

Don't let anyone kid you...

**you can't do shirts
like a professional laundry!**

You're right, son... when Dad's shirts are dressed by a professional laundry with Velvet Rainbow — there can't be any comparison.

After all, this is the age of specialists. Mommy is a specialist in home-making... not a slave to a hot ironing board. Besides she would have more time to play with you.

Also, son, tell your Mommy only professional laundries can buy Velvet Rainbow. It isn't sold anywhere else. That, in itself, is one big reason why Mommy's ordinary shirts can match a professional's.



LOW-COST VELVET RAINBOW
does 5 shirts for about 1¢.



EASY TO USE, Velvet Rainbow
speeds work.



VELVET RAINBOW BEST for
all starching and sizing.



EXPERT SERVICE—Huron's
staff is always ready to help.

LOOK what we're telling 1 out of 4 adults in your town!

**New Huron ad in March 7 LIFE
lays the facts right on the line**

Straight talk to the public about the service you provide is a top priority need right now because of the tremendous nation-wide promotions this year by the home laundry equipment and supply manufacturers.

That's why Huron is unleashing another slam-bang campaign with ads like this in LIFE blazing the way. You can bet the appealing ad above will get seen — and read — by LIFE readers — and there're lots of them! One out of every four adults in your town is the latest figure for LIFE readership.

There's more to this hot campaign — hard-selling letters and postcards by famed cartoonist *don herold* for you to mail... eye-catching new window decal... new counter card... TV scripts... radio commercials... newspaper mats... truck streamers, telephone and salesman solicitations. It's a bundle of selling dynamite — *free to every user of Velvet Rainbow!*

Better get in line right now for this exciting deal. Phone your jobber today for details. The Huron Milling Co., 9 Park Place, New York 7, N.Y.

A.4.18

VELVET RAINBOW®

Helps you do quality work — Sell it too

SALES OFFICES: 161 E. Grand Ave., Chicago 11; 383 Brannan St., San Francisco 7; 607 Second National Building, Cincinnati 2.
FACTORIES: Harbor Beach, Michigan.

Col. COTTONBLOSSOM'S

GOLD MEDAL COTTON NETS

... still serving
laundries faithfully
after 25 years
of popularity!



SOUTHERN MILLS, INC.

585 Wells Street, S. W., Phone Lamar 1991: ATLANTA
233 Broadway, Phone Beekman 3-9260: NEW YORK 7
Room 523 Second Unit, Santa Fe Bldg.: DALLAS 1
Phone Prospect 3981



COTTONBLOSSOM Laundry Textiles
Sold Everywhere By Distributors

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193
LOS ANGELES 21: 1841 S. McGarry St., Phone Richmond 7-0261
DETROIT 18: 1627 West Fort Street, Suite 515,
Phone Woodward 1-9673

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXII, No. 2, FEBRUARY 15, 1955

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STARCHROOM LAUNDRY JOURNAL, February 1955. Published monthly by Trade Papers Division, The Reuben H. Donnelley Corp. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice-President and General Counsel; Albert M. Andersen, Executive Vice-President; Harold P. Harper, Donald R. Arnold, Hamilton B. Mitchell, Giles B. McCollum, Vice-Presidents; Harry W. Warner, Secretary and Treasurer. Publication Office, 109 W. Chestnut St., Lancaster, Pa., U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy, Volume LXII, No. 2. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

EDITORIAL, Executive and General Advertising Offices, 304 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

EASTERN Advertising Offices, 304 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

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Postmaster, Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.

The Big Spring Push

Spring is the traditional season for most advertising and sales promotion campaigns to reach a sort of crescendo, a high-fevered pitch of pleading, persuading and cajoling the American housewife to part with her dollars. This is particularly true of the home-appliance manufacturers and this spring promises no change in tactics on their part except a speeding up and intensification of their programs.

In addition to the manufacturers themselves, the American Gas Association, the Gas Appliance Manufacturers Association and the American Home Laundry Manufacturers Association will join the fray. Some of the campaigns will appear as cooperative efforts, with more than one of the manufacturers and associations pooling their advertising dollars in order to present a bigger "squirt in the public's eye."

Rumor hath it that a February issue of *Saturday Evening Post* will include a 12- or 14-page spread of color ads featuring the advantages of doing the laundry at home and the beautiful, shiny new equipment in which to do it. When such a splash hits the newsstands we shall no doubt be flooded with letters from irate laundryowners wanting to know why somebody in our industry doesn't do something.

Fact is that somebody is doing something about it. Scores of laundryowners have devised ingenious advertising and sales promotion materials of their own. Others have adapted materials offered by the American Institute of Laundering to suit their own purposes. Still others have worked cooperatively among themselves in given areas or through their local associations. And, every day, more and more of them are utilizing the helpful counsel and advice offered by the allied tradesmen who call on them.

Because, in our opinion, the industry is not yet ready for a national advertising campaign (and it remains to be seen if, indeed, it ever will be) we have always advocated a more concentrated effort on the part of individual laundryowners at the local level. An excellent source of practical ideas, as a starter for a non-advertising laundryowner, may be found in Bob Place's series of articles on the subject (see page 22).

We have encountered many effective sales-promotion and advertising campaigns in our travels. We always report on them as frequently and in as much detail as the laundryowners will permit. We shall continue to do so in the future.

In the meantime, the big spring push will soon be here and it's our guess that more laundryowners will be better prepared to combat it this year than ever before. How about you?—Jim Barnes



your nose knows

Next time you open a bundle of laundry, would you do me a favor? Give it an examination as thorough and as close as though you had never seen laundry before.

Open out a sheet and run your hand over it. See how crisp it is — ready to give you that lovely luxurious feeling slipping into bed that only clean fresh linen can give. Notice the freedom from shine — the unpleasant polish that linens take on from the friction of a metal ironing surface. There's no rubbing when your things are ironed at your professional laundry.

Shake out a towel. See how white it is — how bright the color trim. See how the pile stands up, soft to your hand, and absorbent as the day you bought it.

Bury your face in the bundle, and smell the deep clean smell. Not just the first surface fragrance but deep in the fabric itself. You see, your nose is a much better judge of good laundering than your eye. That's because much of the soil in soiled laundry is dead material that is slowly decaying. It can be removed, but it can't be disguised. Women who wash their own can make a poor wash *look* good with bleach and whiteners, but your nose can't be fooled that easily.

And when you smell your bundle of laundry, your nose is telling you that this bundle is c-l-e-a-n — real, deep, PRIME SOHP clean.

What is PRIME SOHP? It's a special modern washing product, used only in professional laundries — a blend of more than a dozen different ingredients. It's designed to get the dirt out of your soiled laundry — *all the dirt*, down to the very heart of the fabric — and to *keep* it out, till it's washed down the drain.

Just as important, PRIME SOHP's perfect blend is gentle as a caress to the most delicate fabrics and colors. And when clothes are *really* clean, they need less bleaching, bluing and whitening. It will take many, many bundles before you



can see how much longer things last when they're washed professionally — with PRIME SOHP. And what's more, they're 15% whiter, too.

When it comes to judging laundry, you can follow your nose. And your nose will tell you when your fresh bundle of laundry comes to the door, it's *deep* clean, professionally clean, PRIME SOHP clean . . . every single time.

And that's the way it should be!

Attention Laundryowners!

Free 2-color reprints of this page are available, with our company name and product name removed, for use in your bundles or mailing program. They may be imprinted with your own laundry name and address. Ask your jobber, or write:

Beach Soap Company

Lawrence, Mass.

127 Years' Continuous Progress in Manufacturing of Fine Soap Products

THIS COULD HAPPEN IN YOUR PLANT, TOO



One of the features of the new Matched Team Detergency washing method of particular interest to most laundryowners has been its ability to lower washing costs, and at the same time produce top quality work.

DOES MTD FULFILL THIS PROMISE?

Let's look at the record . . .

A Midwestern laundry which recently adopted the MTD washing method reports savings of \$58 a week — or

\$3,016

ON AN ANNUAL BASIS.

Detergent savings alone averaged \$45 a week, and weekly savings on fuel, water and bleach amounted to \$13.

IN ANOTHER

progressive laundry which went over to MTD—this one in the South—owners report that they not only saved considerable money on supplies, fuel, water and bleach, but also saved enough on overtime washroom salaries to pay for all washroom supplies.

These are two of the many "success stories" laundries have reported after switching to the efficient new MTD washing method with unique "Cross-Fire Cleaning Action." Want the whole story?

DROP IN AND SEE US
Booth 525
NID EXHIBIT
March 4-6

ASK YOUR P & G SALESMAN!

PROCTER & GAMBLE, BULK SOAP SALES DEPARTMENT, CINCINNATI, OHIO

STARCHROOM LAUNDRY JOURNAL

NOTE THESE RECORD ECONOMIES SHOWN BY

This ELLIS Equipped Plant

WITH FULL AUTOMATIC
OPERATION

Pennsylvania
LAUNDRY COMPANY

PARTICULAR PEOPLE PREFER

32ND & POWELTON AVE.



PENNSYLVANIA SERVICE

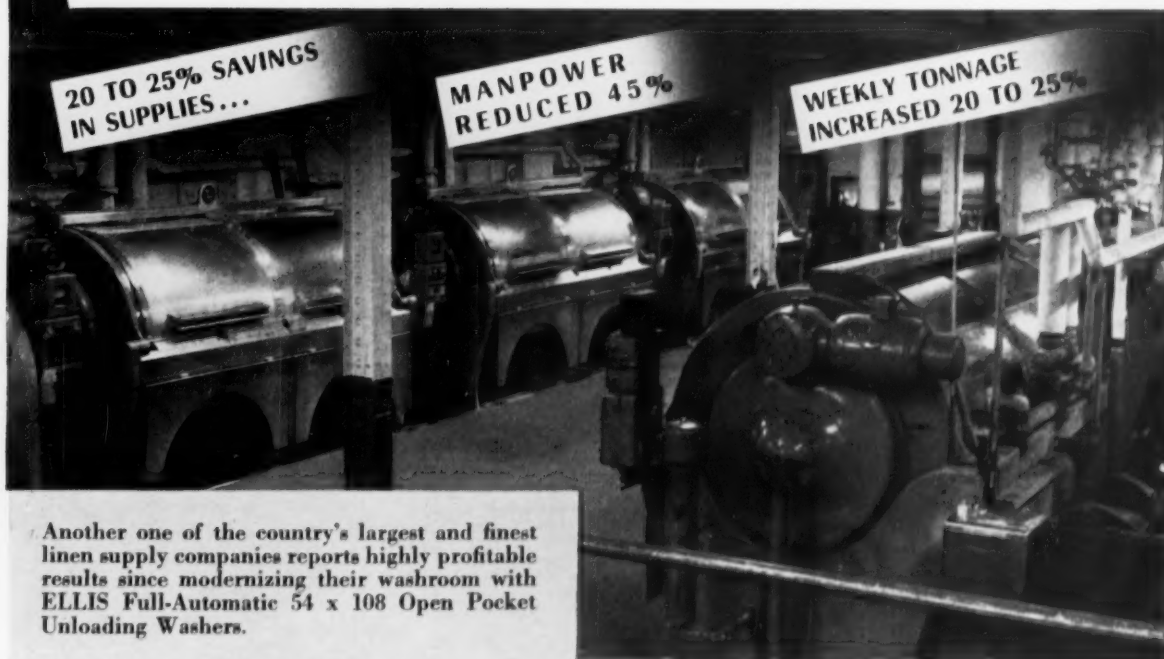
PHILADELPHIA 4, PENNA.

BRANCH 2, 5200

20 TO 25% SAVINGS
IN SUPPLIES...

MANPOWER
REDUCED 45%

WEEKLY TONNAGE
INCREASED 20 TO 25%



Another one of the country's largest and finest linen supply companies reports highly profitable results since modernizing their washroom with ELLIS Full-Automatic 54 x 108 Open Pocket Unloading Washers.

Production tops 650 pounds per man-hour. The total savings are rapidly paying for the original investment. This is why ELLIS Equipment has a definite appeal for so many large and small operators.

ELLIS installation at Pennsylvania Laundry Company where eight 54 x 108 Full Automatic Unloading Washers are in operation. All washing supplies are piped directly to the individual machines from a central supply system.

Write for details of Ellis
Full Automatic Equipment.

The ELLIS  DRIER Co.

2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company

A success story that can help

A moral pointed up in the recently published report on operations at the American Institute of Laundering plant should not be passed over lightly. It is this:

A strictly family laundry plant can still be profitably operated without the addition of such sideline services as drycleaning, rug cleaning, linen supply, fur and garment storage *provided* the management is familiar enough with the local market to constantly offer the housewives their required choice of laundry services.

This is not to say that a laundry should not add one or more of the sidelines, as indeed many are doing at an increasing rate, in order to increase over-all sales volume. But the Institute plant has been successfully run as a purely laundry operation and the sales analysis in the report clearly shows how it has varied the type of service to meet the changing needs of Joliet housewives.

In 1948 damp wash and thrifty service (damp wash with flatwork ironed) accounted for over 25 percent of the dollar volume. These services gradually diminished in popularity until they were discontinued in 1954. Meanwhile a new service—dry-fold, introduced in 1951—increased in dollar sales in sufficient volume to almost stem the declining tide of damp wash and thrifty sales.

This is an oversimplification of the facts. A 25-year study of sales and a 10-year study of productive labor and supply costs are included in the report. The sales analyses can be accurately corrected for price increases from information included for that purpose. It is the kind of detailed information which a laundryowner must ferret out for himself, qualify and correctly interpret, which gives the publication its great value and interest.

An operating statement prepared from the books of account for 1953 would indicate that the plant produced a profit of 4.73 percent on sales. When adjustments are made to certain expense accounts, so as to arrive at results somewhat comparable to those of the average member laundry, this profit is increased to 8.59 percent.

Copies of Special Report No. 213, *A.I.L. Laundry Department Operations*, may be procured by writing to the Institute Membership Department at Joliet, Illinois.

Extending credit to carefully selected laundry customers includes the following advantages:

1. Charge accounts save a route salesman's time because he doesn't gab needlessly with the

housewife while she gets her change. Hence, he can handle a larger route.

2. Charge accounts belong to the company, not to the route salesman.

3. Charge customers are usually a richer group of people and tend to send bigger bundles.

4. Charge customers are loyal. They are not easily switched from a plant where they have credit.

5. Charge customers are good risks. With any sort of screening, losses should be very low.

6. Charge customers usually have fewer claims. As a rule, they are not so concerned with penny-pinching.

Pre-screening of customers before extending them credit, however, is the secret to charge-account success. The December 1954 issue of *Carruthers' Bulletin*, published by John Carruthers & Co., Inc., Boston 16, Massachusetts, has this to say:

"There is a trend toward the granting of credit on a nationwide basis to people of proven reliability, through the use of national credit cards. This makes it easier to determine those who should be given credit freely with a minimum of red tape. In addition to credit cards issued by the large hotel chains such as Statler-Hilton, Sheraton, etc., 'Travel-cards' issued by the American Hotel Credit Association are acceptable in nearly all the leading hotels in the country. All the major oil companies issue national credit cards and the 'Diner's Club' issues cards authorizing practically unlimited credit in hundreds of restaurants and hotels in the United States and other parts of the world. Applicants holding any of these cards, *in their own names*, can usually be assumed to be sufficiently reliable to justify credit for laundry service."

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Galv. steel in 3 sizes:

30-Gal.	\$129.00
60-Gal.	\$167.00
100-Gal.	\$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215

.....\$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high.
Model No. B29-11

.....\$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 3 minutes in 10' x 10' area.

No. B12-2\$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.

No. B2-122\$89.00



IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.

No. B4-5M\$99.00



BISHOP SHIRTRANSPORTS

Cut handling 1/3; fold up to save space. All steel. In 2 sizes:

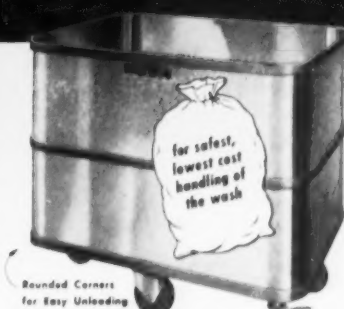
B29-50 (for 50 shirts)

.....\$37.00

B29-100 (for 100 shirts)

.....\$61.00

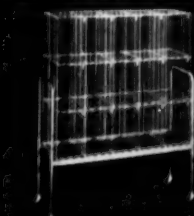
To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!



BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode...can't spot or stain the wash...are not affected by wash-room chemicals...no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 34" deep, with outlet cock, wood drainboard, steel tread wheels \$195.00
No. B2-10 Same as above, except with rubber tread wheels \$207.00
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 36" deep, with outlet cock, wood drainboard, steel tread wheels \$208.00
No. B2-18 Same as above, except with rubber tread wheels \$220.00



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.

.....\$209.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durably built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time...helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too — goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER



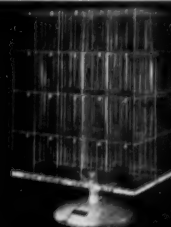
3 POPULAR SIZES

15-GALLON-36" high overall, floor space 24" x 28"; ship wt. 175 lbs. B3-2 \$209.00
25-GALLON-38" high overall, floor space 28" x 32"; ship wt. 225 lbs. B3-5 \$219.00
50-GALLON-45" high overall, floor space 32" x 36"; ship wt. 290 lbs. B3-11 \$275.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.
No. B26-10\$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.

15 Bin for shirts\$295.00

for wear, apparel\$315.00

20 Bin for shirts\$325.00

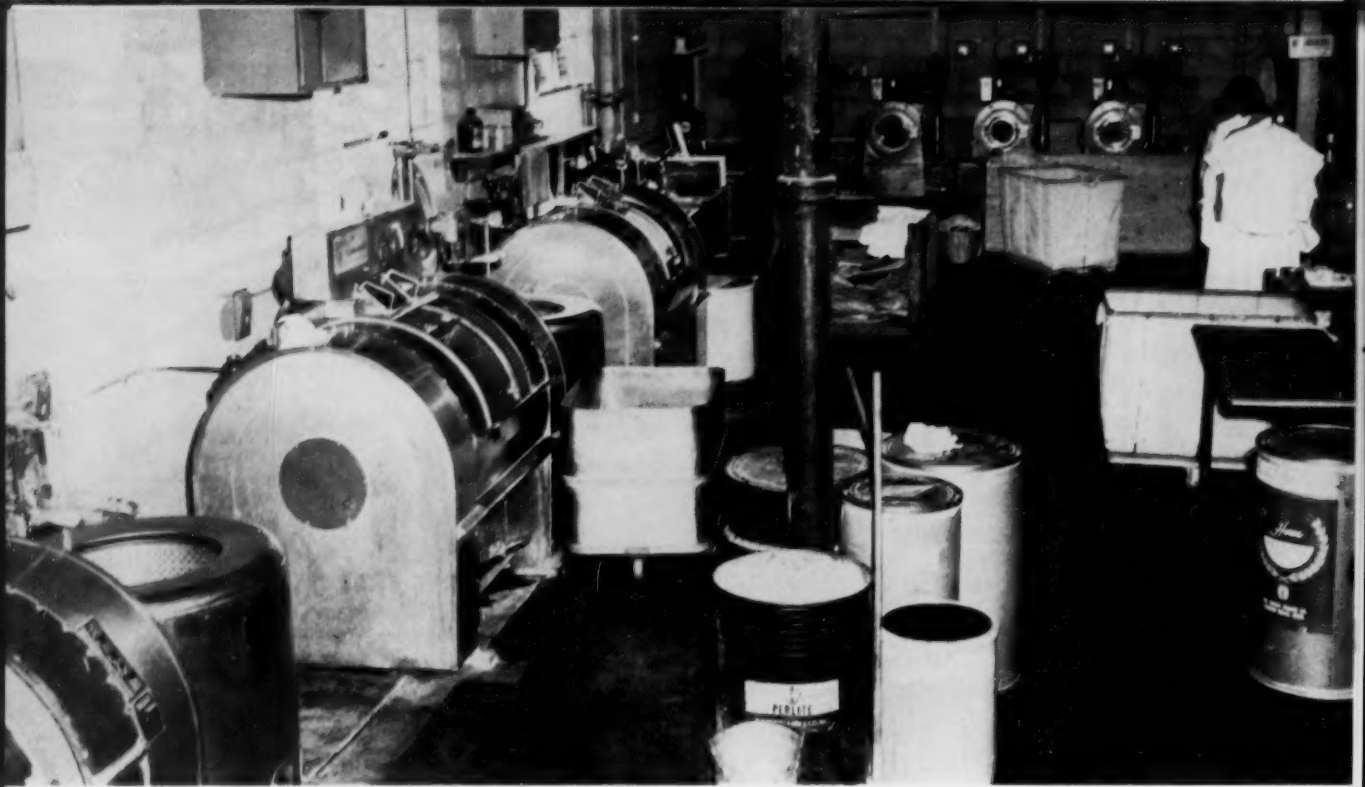
for wear, apparel\$345.00

G. H. BISHOP CO. EVANSTON, ILLINOIS

(SUBURB OF CHICAGO)



MANUFACTURERS SINCE 1893



No Room for Pessimism

Former quick-service operator expands to full line of services; believes tremendous laundry market hasn't been tapped yet

By HENRY MOZDZER

THREE YEARS AGO we ran a story on James S. Houillion of Cincinnati, Ohio, and his plant, Washette, Inc. (See STARCHROOM LAUNDRY JOURNAL, January, 1952, page 10).

It made interesting reading because Mr. Houillion, who is a former chef and ex-Navy man, started out with a single self-service store and, in the space of four years, built up his business to the point where he had a financially strong four-store operation selling fully finished family service on an attended basis.

His newest store at that time was a concrete block building covering 3,200 square feet of floor space lo-

cated in the Pleasant Ridge section of Cincinnati.

Plant activity in view

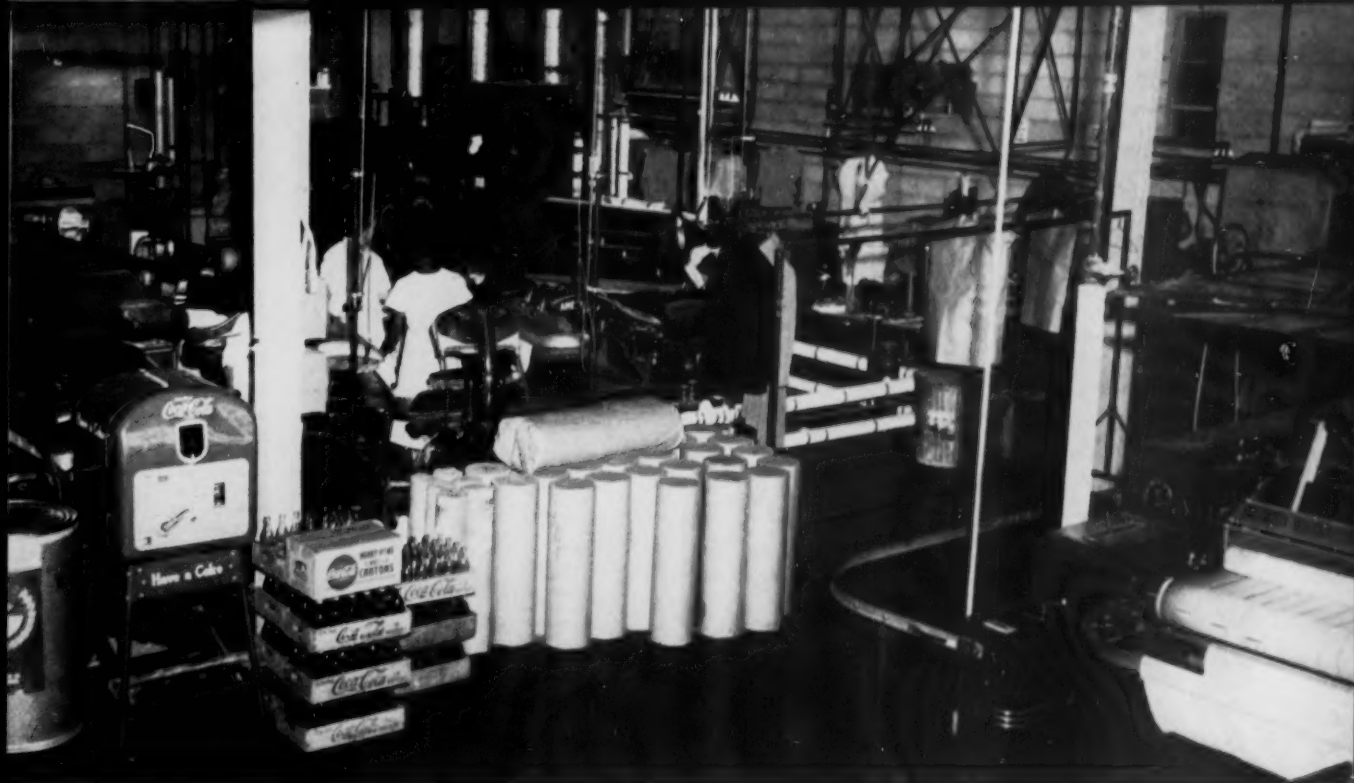
It drew quite a bit of attention—and still does—since it is fronted by a spacious 50-by-111-foot parking area. And the huge wall-sized windows permitted the customers to see the workings of an impressive line of laundering and finishing equipment, particularly the latter. This included two brand-new three-girl shirt units and a four-roll steam-heated flatwork ironer. In its seventh month of operation this equipment was processing

a total of 37,000 shirts and 29,000 pounds of flatwork per month for all four of its stores. That's when we wrote the plant up.

Last month we revisited Washette, Inc., and were pleasantly surprised to find the enterprise still growing, thanks to Mr. Houillion's unbounded confidence.

The Pleasant Ridge building with a new 60-by-80-foot addition at the rear covers more than twice as much area as it did formerly, and can now boast of having its own drycleaning department. Together with new equipment, replacements, installation and building costs, the expansion program, completed only last month, cost approximately \$100,000.

According to Mr. Houillion, the expansion was necessary because of the continuing rise in laundry sales volume. At the present time Washette, Inc., is processing 50,000 shirts and 40,000 pounds of flatwork per month. And its sales for last year from all sources amounted to \$275,000. The Pleasant Ridge operation was picked as the logical site for the expansion



New addition to Washette's main plant (from posts back) more than doubles productive area and represents \$100,000 worth of confidence in this laundry's future. Some \$8,000 was spent on new laundry equipment, which included a third 110-pound washer and two 30-inch extractors; \$25,000 to set up a drycleaning department; \$7,000 on plumbing; \$4,500 electrical installation. Building costs alone amounted to \$28,000

since this particular lot measured 580 by 112 feet.

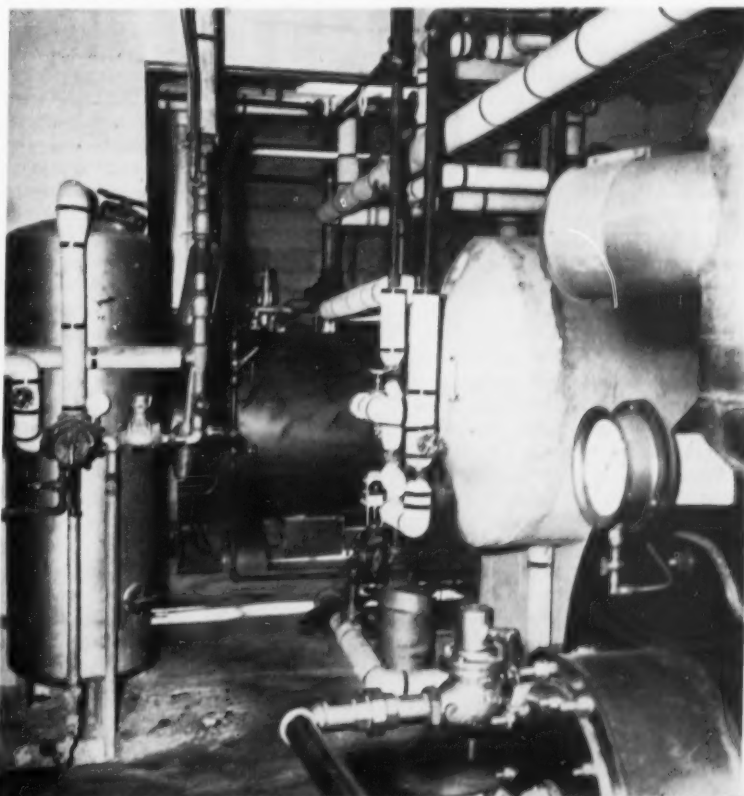
It was Mr. Houillion's first thought simply to double the plant's area and make more room for additional laundry services. Repeated requests for drycleaning, however, spurred him on to add still another 1,600 square feet so that the cash-and-carry patrons (who make up 100 percent of the clientele) might obtain this service along with laundry in a one-stop operation.

Drycleaning installation

This decision led to purchase of \$25,000 worth of equipment to set up a four-man drycleaning department. The equipment consists of a 60-pound two-bath petroleum unit (operating on a 4 percent charge), two 36-inch tumblers, three air-driven wool presses, a silk offset press, coat form, drying cabinet and a spotting board. The staff is composed of two finishers, a cleaner-spotter and an inspector.

The new wing started doing business January 10 of this year, and dur-

Power plant containing 60 hp. gas-fired boiler, 10 hp. compressor and 750-gallon hot-water tank had to be enlarged another 20 by 20 feet to accommodate additional 100 hp. boiler, 15 hp. compressor, master steam trap and circulating system. Five- to 12-grain hard water is conditioned by 80,000-gallon-capacity water softener. Boiler-room expansion cost \$13,000





Enjoying a break in the new room which serves as lounge, lunch and locker room for employees. Note modern furniture and carpeting. All productive employees are uniformed, receive two outfits a year

ing the very first week the drycleaning department took in \$350 worth of orders. Remarkably enough, this volume came in without any attempt to advertise or promote drycleaning and represents only the orders turned in at the Pleasant Ridge store. The service had not as yet been offered at the other three stores during our visit, but plans were in the offing to do so the following week.

Big potential market

The secret of Washette success lies with Houillion's confidence in the tremendous potential of the as yet unfathomed laundry market. He feels that the surface has barely been scratched. It annoys him to think, for example, that by the time a girl gets out of high school she already knows what sort of home washer she will some day get for her own home. He believes, firmly, that the professional launderers have not convinced her that they can do the job quicker and better than she can. Plainly, a far reaching educational program is in order, opines Mr. Houillion, if the industry is to profit and prosper.

On his own hook Mr. Houillion makes a practice of talking to every person coming in with a complaint. Errors are quickly rectified and claims promptly adjusted. Then he shows the customer the water-softening apparatus, how the shirts are pressed—not stretched as is generally the tendency in home ironing, explains that it takes temperatures of at least 140°F to

sanitize garments, a temperature rarely found in the home, gives the customer a tour of the plant and generally convinces her that the professional laundry with a sincere interest in maintaining quality can do the job better.

If it can't do as good a job, Houillion makes no bones about it, and tells them. As a case in point, like so many other operators, Washette, Inc., had a problem in handling sport shirts made of synthetic man-made materials. Got around it by making a counter display showing a finished synthetic shirt glazed and fused and comparing it with a neat-looking sport shirt made of natural fibers. The customers were impressed and no doubt influenced the next time they made a purchase. A sign at the main counter still reminds them to buy cottons when they buy sport shirts. Complaints on this score have since been infrequent.

Mr. Houillion's quality consciousness is reflected in the history of the organization. In 1947 he started his Avondale store equipped with 30 nine-pound washers; the Hyde Park (1948) and Roselawn (1949) stores with 20 of these washers each. He was sure the old equipment was doing a good job but he makes a practice of listening, and if he can learn of a better way to do things he will act accordingly. As he puts it, "I only got to the eighth grade at the orphanage and I spent three years there because there weren't any higher classes to go to. There are certainly men who know more about the laundry business

than I do, and I listen to them. I may not always do what they say, or do it immediately, but I think about it."

In 1952, Mr. Houillion revamped all of his stores, taking out all the home-type washers and replacing them with three 25-pound washers in each case. The new equipment proved more economical, gave better service and did a good job. People actually pinned notes to their laundry bundles, saying they noted the improvement and appreciated it very much. This convinced Mr. Houillion that when the equipment is fully depreciated, the best thing to do is turn it in for something better.

Other standard equipment for these store operations includes one twin-cylinder and two 36-inch tumblers because they do a good fluff-dry business; one double washer and two 17-inch extractors. All the stores are activated to give wetwash and fluff-dry service. Shirts and flatwork come to the Pleasant Ridge plant.

Aside from quality, the keystone of Washette's success is its personnel policy. Mr. Houillion feels very definitely that it is the employees who make the business what it is. He is extremely conscious of this fact, and makes every attempt to make employment as pleasant as possible, both from the working conditions and financial viewpoints.

The working area is uncrowded, well illuminated with fluorescent lighting, and ventilated by a battery of eight 36-inch fans. The recent expansion program provided an attractively



white

PENNSALT DETERGENTS
ERUSTO[®] SOURS

FROM FIBRE—TO FABRIC—TO LAUNDERING



**Pennsalt
Chemicals**

HAS THE KNOW-HOW

Gets shirts polar bright!

Here's why... Pennsalt detergents take care of heaviest soil, remove many stains, and support soap for maximum performance.

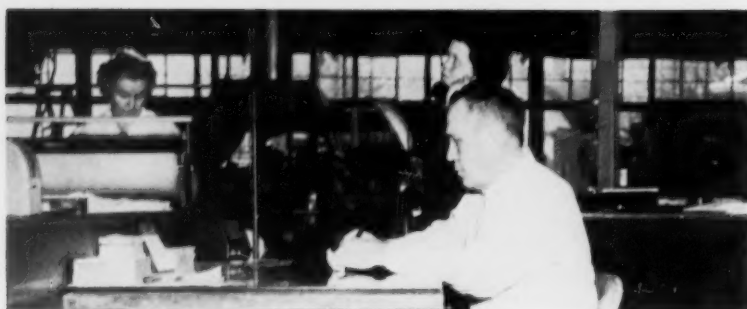
Sours with the names Erusto-Ray or Erusto Salts[®] can always be depended upon for an excellent job.

Write today for details on this new Pennsalt process, and for the new merchandising plan to use with your customers.

PRODUCTS AND SERVICE FOR THE ENTIRE TEXTILE FIELD
Textile Mills • Professional Laundries and Dry Cleaners

PENNSYLVANIA SALT MANUFACTURING CO.

Laundry & Dry Cleaning Department
Specialists in Textile Maintenance
986 Widener Building, Philadelphia 7, Pa.



The boss, James S. Houillion, has his "office" in center of production floor. He says he "wouldn't swap laundry business for any other field"; believes happy employees are backbone of success; regards education as opening wedge to greater laundry sales

furnished lounge-locker room which has all the appearances of a well-appointed sitting room in a private home.

Mr. Houillion has personally worked in every work station to satisfy himself that the conditions are as pleasant as it is humanly possible to make them. There are no managers, since everyone is personally trained, knows what is expected of him and does it.

Washette prides itself on paying its employees the highest industry wage rate in the Cincinnati area and its low rate of labor turnover reflects this generosity. Productive labor costs last year ran to between 41 and 42 percent of sales, considerably higher than the national average for the industry, but management prefers to spend its

money this way rather than plow it into advertising and promotion which it doesn't need, thanks to the word-of-mouth publicity given it by satisfied customers.

Mr. Houillion also has an interesting policy of awarding a \$25 check to any employee who has served with the company for five years. He does not believe in waiting 20 to 30 years to show appreciation for loyalty. About half a dozen employees have so been rewarded thus far, and the average staff member has been in his employ for at least three years. No one has yet left to go to work for a competitor and any vacancies that do occur are filled immediately by friends of present employees. Mr. Houillion feels Washette's best salesmen are its staff members.

The entire Washette operation now consists of 48 employees (10 more than on our last call), with 38 of them working at the main plant in Pleasant Ridge. Of all the employees only those working on the shirt units are paid on a piece-rate basis.

When we visited the plant three years ago each three-girl unit produced on the average of 900 shirts per day, or an average of 37 shirts per operator hour. With new sleeves and automatic folding tables in each unit, production today amounts to approximately 1,400 shirts per unit per day, or about 50 shirts per operator hour. Total shirt costs last year averaged 12.79 cents per shirt, with the price to the customer at 20 cents each.

Shirts make up the bulk of Washette's laundry volume, and are its biggest money maker to date. The emphasis has been steadily away from wetwash bundles, and while wearing apparel and bachelor bundles are received in sizable quantities these services are not encouraged.

Flatwork finishing ranks as the second most popular of the services offered and has increased a whopping 37 percent in the past three years. Washette turns out 20 tons of it each month, and figures its cost last year at 7.75 cents per pound.

Mr. Houillion finds no room for pessimism in his business and just to prove the point has two more store locations in mind which will be developed this year. □□

DRY CLEANING PRICES

LADIES'	MENS'
Plain Dresses \$1.00	Suits \$1.00
Printed or Fancy 1.50	Top Coats 1.00
Suits or Coats 1.00	Pants 50¢
For Trimmed Coats 1.50	Sport Shirts 50¢
Skirts 50¢	Ties 15¢ each
Blouses 50¢	Sweaters 50¢
Sweaters 50¢	

Other Items Priced Reasonably

A Message to Our Customers
 WE ENJOY OUR WORK - WE ARE THE BEST PAID IN THE INDUSTRY - HAVE THE MOST PLEASANT WORKING CONDITIONS - WE ARE INTELLIGENT - WE KNOW OUR WORK - WE TREAT EACH CUSTOMER AS OUR OWN - UNDER THESE CONDITIONS WE TRY TO DO THE BEST POSSIBLE FOR YOU!
 Our Thanks to YOU
 The Employees of WASHETTE

WET WASH - 9 Cents per lb. - 10¢ per lb. for 1 lb. & over
 DRY WASH - 9¢ per lb. - 10¢ per lb. for 1 lb. & over
 FLAT WORK - 14¢ per lb. - 15¢ per lb. for 1 lb. & over
 FINISHED WORK - 45¢ per lb. - 50¢ per lb. for 1 lb. & over
 DRESSERS - 50¢ each
 PAINTS - 50¢ - 100¢ per lb.
 SPREADS & BLANKETS - 50¢

WE ARE PROUD OF OUR DORA AND WANT YOUR BUSINESS!

TO OUR CUSTOMERS -
 WHEN BUYING SPORT SHIRTS - BUY COTTONS!
 YOU WILL FEEL BETTER - LOOK BETTER - BE COOLER - AND SAVE MONEY!
 "STICK TO COTTON - IT BUNT BYON TO YOU!"

Call-office posters list laundry and drycleaning prices, boost cotton sport shirts, build goodwill. Washette offers 24-hour service on shirts and flatwork at all of its stores



The
"THINKING DRY CLEANER"
makes the

most profit!

*By always protecting his customers' best interest,
he assures himself of steady, satisfied, repeat business!*

Nothing in the world can bring a customer back more often than good dry cleaning service, properly packaged. The "Thinking Dry Cleaner" knows that his services must include the safeguarding of "out-of-use" garments against soil, moth damage, fading and mildew.

MOTH SEAL Storage Bags are the perfect package.

They seal garments tightly against soil and moth damage; they exclude light to prevent fading; they cannot smother garments to cause mildew.

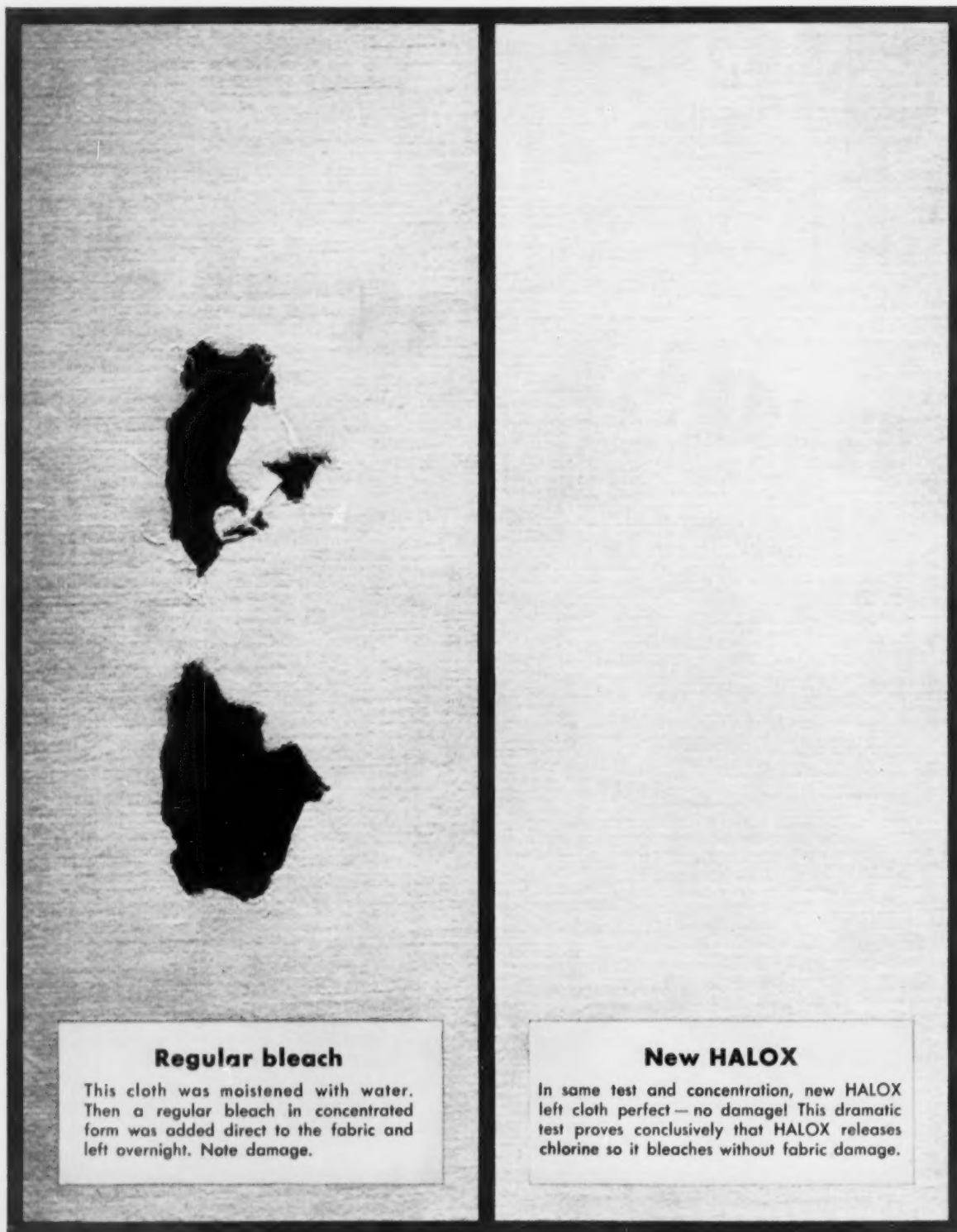
Moth Seal is by far the most popular and successful storage bag in the entire world. That's why the "Thinking Dry Cleaner" always uses Moth Seal, and nothing else!



Lincoln Bag Company, Inc.
Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

NEW HALOX



Regular bleach

This cloth was moistened with water. Then a regular bleach in concentrated form was added direct to the fabric and left overnight. Note damage.

New HALOX

In same test and concentration, new HALOX left cloth perfect — no damage! This dramatic test proves conclusively that HALOX releases chlorine so it bleaches without fabric damage.

stops bleach damage

Wyandotte's amazing, new dry bleach, HALOX, stops tensile-strength loss due to bleach; ends "pinholing"; improves stain removal and whiteness; assures longer lasting fabrics. You add HALOX dry, and gain marked advantages over regular (hypochlorite) bleaches!



Regular bleach on fabric overnight. Note damage!



New HALOX on fabric overnight. No damage!

SAVE linens!

Regular bleaches release almost all the bleaching ingredient, chlorine, at once. This "bang" treatment is the cause of major damage to fabrics. Compare: Wyandotte's HALOX releases chlorine *as it is being used* — a little at a time. There's never excess chlorine to destroy tensile strength. HALOX bleaches at regular bleaching temperatures (140° to 160°), in normal time, without damaging fabrics. You never get "pinholing." To reclaim stained linens, soak in HALOX overnight. No tensile-strength loss!



SAVES SOAP!

prevents graying

After washing, fabrics usually retain some soap. This soap, which regular bleaches fail to remove, leaves fabrics gray. HALOX strips and regenerates leftover soap, and sequesters iron. Fabrics come out bright white with no gray effect! No additional soap or phosphate is required with HALOX.



You add HALOX dry in ounces! No more danger to fabrics from spillage!

SAFE, EASY to use!

With HALOX, there's no danger from spillage on linens in the plant before they're washed, or on fabrics being bleached. You add HALOX dry. No sloppy pails to carry. And no guesswork: HALOX retains strength in storage and is simple to measure out accurately. Yet, even if a triple dose of HALOX were used, no excessive damage would result! You use HALOX in your regular bleaching operation — same time, same place, same washing formula. Your washman has never known such safety and ease of use!

Have no doubts about HALOX. Compare it with the bleach you now use, and be assured that HALOX is the safest, easiest-to-use bleach you can buy. A Wyandotte representative or your jobber will demonstrate HALOX benefits in your plant, without obligation to you. Call him now and set a date! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Helpful service representatives in 138 cities in the United States and Canada.



Wyandotte
CHEMICALS

J. B. FORD DIVISION

Cars come right to door of attractive feeder plant located next to drugstore in shopping center dominated by A & P supermarket. Additional parking space surrounds the building



Connecticut feeder plant finds

Dyeing Can Be Good Business

"A PROFITABLE SIDELINE" is the way Frank Comeau, Sr., manager of Super Wash in Hamden, Connecticut, refers to his dyeing service. A veteran with over 50 years service in the laundry industry, Mr. Comeau is running Super Wash as a feeder plant for Three Hour Service Laundry in neighboring New Haven, managed by

By JAMES A. BARNES

Frank Comeau, Jr. Father and son share the ownership of both plants.

We recently watched a bundle of three tufted cotton rugs go through the plant. Here's how they were processed:

1. Weighing-in: This step is vitally important because it determines how much dye is required to do the job.

2. Laundering: An 18-minute washing cycle at a constant 160-degree temperature in a 25-pound open-end washer is followed. It normally consists of two suds and two rinses. However, if there are stains which need stripping out, a sodium hypochlorite bleach is added to the second suds and two extra rinses are added. The suds are made with the same built soap used in a normal whitework formula.

3. Dyeing: The rugs are left in the wheel at the end of the washing formula, 160-degree water is added until a 5-inch level has been reached, and the wheel is set in motion again. Then the dye is added through the

supply door at the rate of one ounce of dye per pound of dry fabric. The wheel is run for 20 minutes after the dye has been introduced.

4. Extraction: The rugs were extracted fully. However, if the bundle consisted of lighter fabrics, the extraction would have been lighter. Bedspreads are merely brought up to full speed, then cut off. Tablecloths receive no extraction at all.

5. Tumbling: All types of dyed goods are tumbled until dry.

6. Packaging: All dyed items are neatly folded and wrapped in kraft paper. This is usual procedure with all wash-dry bundles.

7. Reconditioning the machine: The washwheel is thoroughly cleaned after every dyeing job by running 5 inches of hot water and bleach for 5 to 10 minutes.

It's not quite as simple as it sounds. For instance, the machine is never loaded with more than 20 pounds of work to be dyed (a 6-by-9 tufted cotton rug is the largest the plant accepts). Very light loads (4 pounds or



First step in dyeing is accurate weighing of goods to determine amount of dye required



2 great stain removers every laundry needs

YellowGo®

...all-purpose liquid
Titanium Stripper for safe
removal of fugitive dye stains

- Removes dye fades of any color . . . red, green, yellow, purple, blue, brown, black, etc.
- Controllable . . . works slow or fast, cold or hot
- Removes dye stains from colored fabrics without affecting original color
- Does not weaken tensile strength . . . ideal for cotton, linen, silk, wool and synthetic fabrics
- Economical . . . costs you less than 5¢ a gallon of stripping solution

TarGo®

...action-loaded Spotter that
takes out more stains faster

- Removes toughest "hard-set" stains that don't wash out . . . ironed-in marking ink, oxidized oil and grease, ball pen ink, paint, lipstick, etc.
- Has unique penetrating action that quickly breaks up stains, requires less "working-in" or manipulation . . . therefore, guards against "wear and tear" of fabrics
- Solves 90% of your stain problems . . . replaces ordinary "paint, oil and grease removers" and assorted chemicals
- Flushes freely in water
- Economical . . . a little TarGo goes a long way

YellowGo and



are made by
A. L. WILSON CHEMICAL CO. . .
and sold by leading jobbers everywhere.
Order a gallon of each today.



... New "Spot and Stain
Removal Guide"

for a copy write
A. L. WILSON CHEMICAL CO.
Kearny, N. J.



Second step consists of loading the wheel for washing in regular formula required for the type of fabric



The third step in the dyeing procedure consists of adding the dye while the wheel is in motion

so) are washed and dyed in a 9-pound automatic washer.

When exact tints cannot be selected by the customer from among the 52 offered, the operator will blend tints in the wheel while it is in motion. White can be dyed any tint, of course, but Super Wash has experienced difficulty getting a true black. The result usually appears as a charcoal tint. When a customer asks for Navy blue, the operator always adds a little black to the blue dye.

The experience of the operator tells in the quality of the finished work. The girl at Super Wash has developed her skill to the point where she can successfully transform a light gray to yellow. Routine jobs include changing a light green to jungle green, creme

de menthe or any shade darker than the original.

Super Wash has received no complaints on its dye work. All of its customers have been pleased enough to spread the word for the plant. In fact, no money has been spent on any advertising of the dyeing service outside the plant. In order to gain experience and to assure this customer satisfaction, however, the firm has adopted a rigid policy of *never* showing the finished work to a customer until it is the exact shade she wants, regardless of the number of times it must be re-run.

Dyeing is confined to cottons. Although the dye is said by the manufacturer to be safe on synthetics, Super Wash has had no luck with

them and has stopped accepting them. It does no dyeing of body clothes because the dye has a tendency to crotch off in wearing. Yet the volume of dyeing that is done offers a nice profit to the management. Here's why.

Pricing

All dyed items are priced by the pound and the customer is charged 20 cents per ounce of dye required. The management buys the dye in 2½-ounce packages, by the gross, at a cost which averages out to approximately 7 cents an ounce. But that's not all. There is an additional charge to the customer of 50 cents for reconditioning the machine.

Regular prices prevail for washing and drying the work to be dyed. At Super Wash these are 40 cents for washing and 30 cents for tumbling a 9-pound load of whitework. Blankets and spreads are washed and dried for 70 cents (up to 3½ pounds each) and rugs are washed and dried for 70 cents up to 3½ pounds. Rugs weighing more than that maximum are priced at 25 cents a pound. Bleach and blue cost the customer a nickel apiece.

According to Mr. Comeau, the dyeing business is seasonal. The best seasons are spring and fall. The next best time comes just before the Christmas holidays when housewives think of brightening up their rugs, towels, tablecloths and other household cottons in anticipation of guests.

The growth of this sideline has been built to date on the basis of Super Wash's own experience and recommendations of the dye manufacturer. However, when we were there the Comeaus were studying Service Bulletin Number B-469, recently published by the American Institute of Laundering, and considering a review of their technique in light of the more detailed information it contains. □□

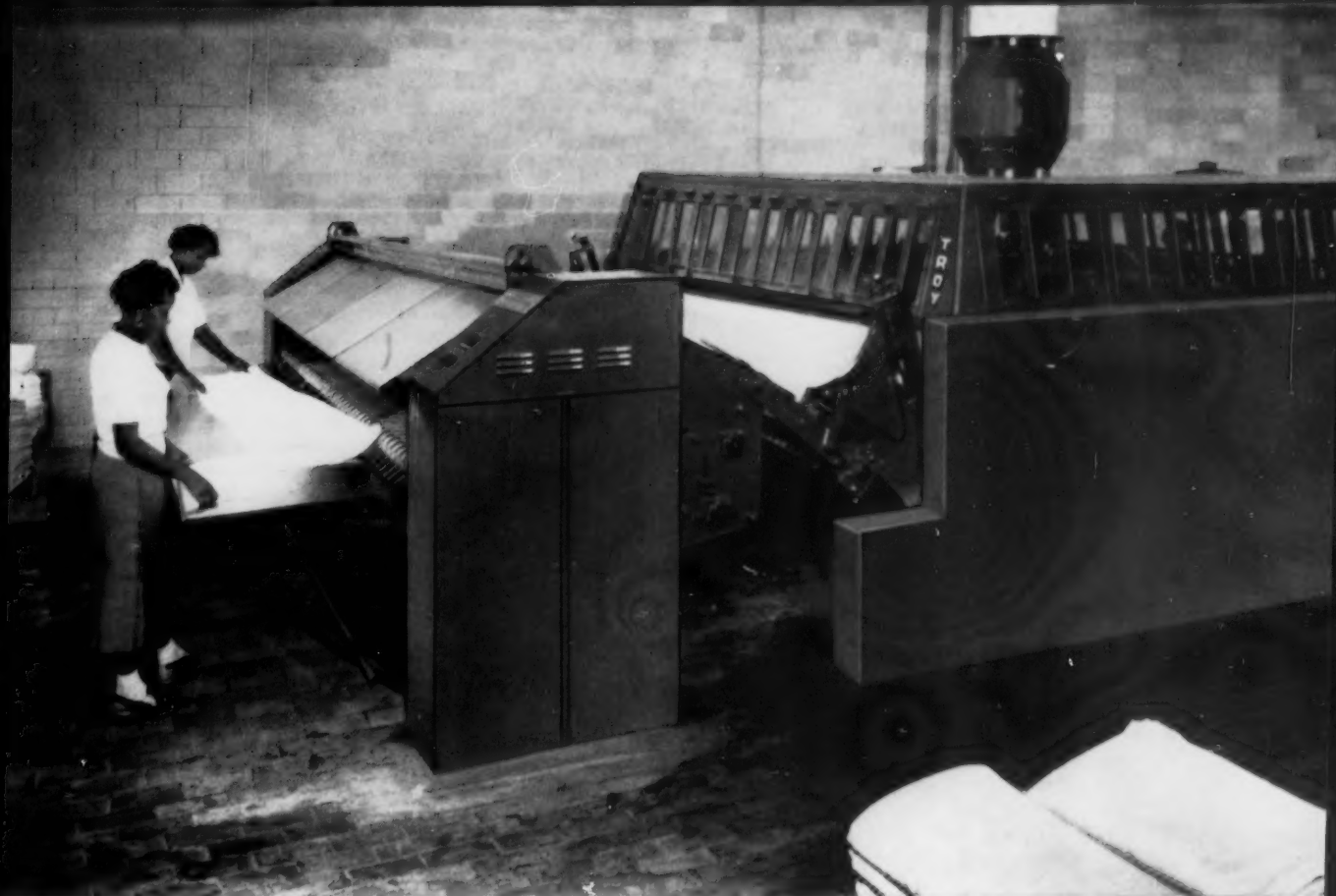
Super Wash is located in rented space in a shopping center dominated by an A & P store in Hamden, a town of approximately 32,000 population, adjoining New Haven, Connecticut. It opened for business on May 1, 1951, with a total investment of \$20,000. Ample parking space surrounds the building and the bulk of the customers come by car from Hamden and nearby North Haven. The plant is just a stone's throw from the Hamden exit off the Wilbur Cross Parkway.

Wetwash and dry-fold are the only laundry services produced on the premises. The average bundle weighs 18 pounds at prices described in text. This work is done on a same-day schedule. From 400 to 600 shirts (at a 22-cent sales price) are sent, along with an indeterminate amount of flatwork, to the parent plant for finishing on a three-day delivery

schedule. Drycleaning and shoe repair work are accepted at Super Wash and farmed out in New Haven.

Productive equipment consists of twenty 9-pound automatic washers, a 25-pound open-end washer with semi-automatic controls, two twin-cylinder tumblers, a 36-by-30-inch tumbler, a 24-inch extractor and a 21-inch extractor. Power is supplied by a 30 hp. oil-fired boiler (purposely larger than needed in anticipation of installing shirt finishing equipment at a future date) and an ample supply of hot water is assured from a 600-gallon tank.

In addition to Mr. Comeau, the manager, three girls are on the staff. Total labor and supervisory costs run \$100 per week, rent \$175 per month. Monthly volume runs around \$2,700 to \$2,900 and the store is open Friday evenings and every day but Sunday.



Will modern flatwork finishing methods cut production costs for you?

Is the cost of finishing flatwork in your plant as low as you'd like?

If not, it may pay you to investigate the new Troy Speedline Ironer and Fleximatic® Folder. The new Speedline Ironer processes up to 20% more flatwork per hour, at proportionately lower cost per piece. The Fleximatic Folder takes linens directly from the ironer and automatically folds them into quarters, thus eliminating 75% of the labor required by old-fashioned manual folding. Together, the Speedline Ironer and Fleximatic Folder can drastically reduce operating expense.

Would this equipment pay off in *your* plant? How long would it take to amortize? You can get an unbiased answer to these all-important questions through Troy's free Survey Service. A trained Troy man will be glad to check your present equipment, methods, volume and other pertinent factors. He'll also compute comparative figures on processing flatwork with new labor-saving machinery. And, if the Troy man can't show you how to effect worthwhile savings, he will recommend that you continue with your present system.

Fair enough? There's no charge or obligation for this free Survey Service. Mail the coupon today for details.

Troy

Mail Coupon Today! ➔

**LAUNDRY
MACHINERY**

Division of American Machine
and Metals, Inc.
East Moline,
Illinois

"World's oldest builders of power laundry equipment."

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
Dept. SLJ-255, East Moline, Illinois

- ☐ I wish to take advantage of your free Survey Service. This does not obligate me in any way.
- ☐ Send free catalog on ☐ Speedline Flatwork Ironer ☐ Fleximatic Folder.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION OF MR. _____



That's what you'll be saying again and again when you advertise in the 'Yellow Pages' of your telephone directory . . . because 9 out of 10 people look in the 'Yellow Pages' when they're ready to buy.

To reach more prospects, make more telephone and walk-in sales, be sure to advertise under all classifications where people look for your services.

Get in touch with the Classified Telephone Directory Representative at your local telephone business office.



AIL Announces Program For Young Men's Conference

Some 350 young men of the laundry industry are expected to attend the sixth annual Young Men's Management Conference in Chicago from February 28 through March 2. Scheduled for the La Salle Hotel, the conference will feature discussions by 13 young people in the laundering and allied industries and open forums where personal questions and ideas will be discussed.

Here's the tentative schedule:

Management on Monday

Monday morning, February 28, opens with registration followed by the first management conference, at which Cecil H. Lanham, AIL director of education and personnel, will preside. Speakers will be Robert V. Archibald, sales manager, Little Falls (N. J.) Laundry, "Project—Good Management"; Gus Anderson, manager, Silver State Laundry, Denver, "What Records Do I Need To Be a Good Manager?"; Andrew Meridith, John Carruthers and Company, Washington, D. C., "How a Cost Survey Can Help You Manage."

That afternoon's management conference, with George H. Isaacson of the AIL staff presiding, features Mrs. Almin Vander Weide, O'Banions Laundry, Houston, Tex., discussing "Getting Over-the-Counter Employees to Sell," and Gene Knepper, Casmil Corp., Des Moines, Iowa, telling "How We Consolidated Two Plants Into One for Greater Efficiency."

Tours and clinics

A reception and dinner round out the first day's activities. At the dinner, G. W. Boyd, president of the Laundry and Cleaners Allied Trades Association, will present a "Yardstick for Youth."

A tour of the AIL headquarters in Joliet, Ill., and audience participation clinics are scheduled for Tuesday, March 1. Conducting the clinics will be AIL staff members Robert Young, Russell Rose and William Bee.

Sidelines and specialties

"Should I Diversify?" is the theme of Wednesday's morning conference, with George H. Isaacson in charge. "Linen Supply and the Family Plant" will be handled by Percy Brower, Jr., Domestic Laundry, Birmingham, Ala. Howard Abernathy of Ripley's, Topeka, Kans., will tell why "There's Gold in Those Washable Rugs," and Elmer Strandberg, supervisor, AIL laundry department, Joliet, Ill., will discuss "Why a Laundry Specialty Department?"

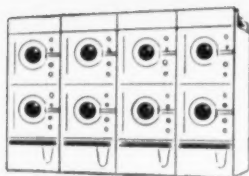
Ward A. Gill, AIL director of industry relations, will preside at the final edition of the management conference, which will follow a luncheon meeting. Speaking at the last meeting will be William Fox, Model Laundry and Souders Cleaners, Champaign, Ill., "TV Advertising—Don't Overlook It"; Kenneth Luetzow, South Side Laundry and Dry Cleaners, Milwaukee, "Personnel Policies Under Today's Conditions," and Stanley Turkel, Victor Kramer and Company, New York, "Institutional Laundry Operations."

Luncheon speakers

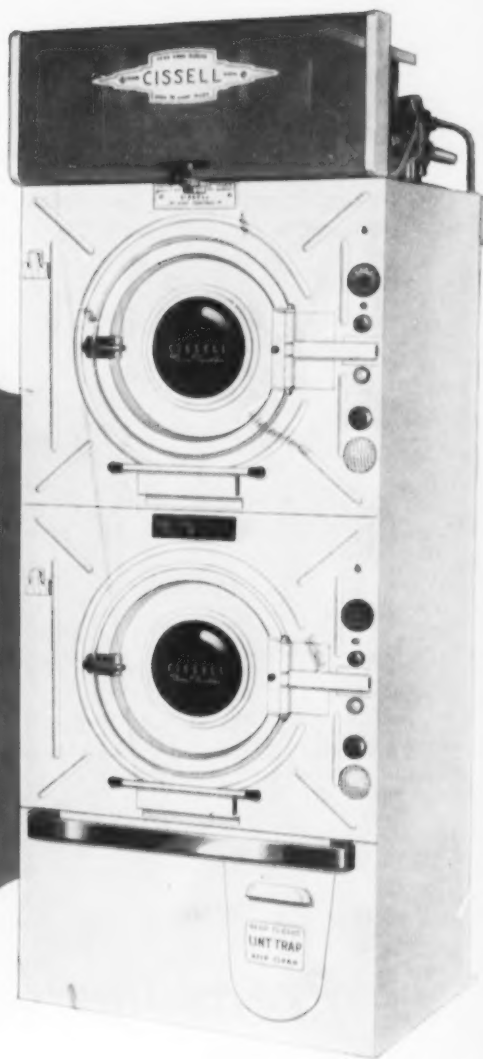
The conference's luncheon meetings will feature such distinguished speakers as: Ernest H. Reed, manager of the education and personnel department, International Harvester Company, Chicago, discussing "Your Most Important Management Job," and Hoyt P. Steele, president of Beng Electric Manufacturing Company, DesPlaines, Ill., whose topic is "Importance of Business Principles."

Here's how a big commercial
laundry in Louisville
**SAVES MONEY
AND SPACE**

Spalding's does the fluff-
tumble work in *30.8* Family
bundles per hour with only
**4 CISSELL TWIN TUMBLERS
and 1 OPERATOR**



4 CISSELL TWIN TUMBLERS
plus
a tote box roller conveyor
and only
1 OPERATOR



ONE BUSY OPERATOR and four busy Cissell Twin Tumblers do the job. Operator loads, unloads and folds. Fluff-tumble work from individual bundles goes into either upper or lower baskets. When necessary, both upper and lower baskets are used for the work in one bundle. The identification clip by the side of each basket is handy for ticket or tag. The fluff-tumble work in each bundle is matched with flat work and the bundles roll to completion. Talk about space saving—four Cissell "Twins" require only 134" x 40" floor space.

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST.—P.O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors: Address Correspondence Attention Export Dept.—Cable Code: CISSELL

Consult Your Jobber

CISSELL TUMBLERS

LAUNDRY — "TWIN", 36" x 18", 36" x 30", 42" x 42" . . . DRYCLEANING — 36" x 18", 36" x 30", 42" x 42"

ADVERTISING FOR THE LAUNDRYOWNER



"FLUFFY"
our kitten cut-up, says . . .
"PUZZLED?"
SOFT WATER LAUNDRY & CLEANERS
knows all the answers . . . gets every piece back right . . . and does your laundry and dry cleaning in jig-time."

Detach the jigsaw pieces from card, and use card as frame for getting the pieces back in.

Phone 6-3265 for Proof!
Or visit our new Call Office at
702 W. Anaheim
Long Beach
California

SOFT WATER LAUNDRY & CLEANERS, 702 West Anaheim, Long Beach

Trademark kitten makes jigsaw puzzle for children. Note that pieces are shaped like heart, star, bell, pants, shirt, socks, etc.

PART IX

Premiums and Advertising Specialties

By ROBERT M. PLACE

SOMETHING FOR NOTHING — there's no bigger inducement to action in the world today than the promise for quick, easy gain without working for it. That's the psychology of premium advertising and merchandising as used by many laundries—an *extra* (like the prize in Crackerjack) that sells the service quickly and easily, because there's a string attached—the customer must buy before the "free" premium gift becomes hers.

Extra profits in premiums

One laundry, in its first test of premiums, used a plastic blanket bag as the giveaway in its regular woolen blanket special this last year. During

this annual event the laundering price of wool blankets had been 98 cents, but with the plastic bag the price was raised to \$1.25, although the reusable bag was offered without charge. The response was terrific—sales actually four times as great as in the best previous year.

Since the plastic bag cost the company 11 cents and the price was raised 27 cents, there was an *extra* profit of 16 cents on every sale automatically. Because the number of blankets was quadrupled, productive costs were lower, too, so that the premium was actually responsible for a tremendously profitable special—which also brought in some new cus-

tomers! This is an experience that is by no means unusual these days.

Success with premiums depends upon more than just the premium item. It is tied up directly with the advertising used to promote the premium and the service to be sold. The mere offer of a free gift is not enough to insure success. It must be surrounded with the power of your advertising campaign—at this time directed toward featuring the premium offer.

Premium advertising should be written in an exciting manner, with exclamation points! If possible, the dollars-and-cents value of the premium should be stressed at retail values. "You'd pay up to 50 cents in the stores for this mothproof, see-through plastic blanket bag which is yours FREE when we clean your woolen blankets!" Explanations should be made of the many uses, the benefits the customer will receive from the premium.

The premium should be sold above the service you are offering. The only failures I have seen in premium offers have come where the premium is presented as an afterthought. "Oh, by the way," says the advertiser, "if you send a wool blanket this week we'll throw in a free blanket bag."

Before you go into this medium, study the many premium offers in the magazines and newspapers you read. Notice that up to 90 percent of the space may be devoted to selling the premium, with the product just barely mentioned.

The "free gift" or premium is an immediate call to action—justifying the purchase in the customer's mind. It is of special value to the laundry industry because many women would like to send their work to a professional laundry but don't because of a guilty feeling that they would be shirking their housewifely duty.

If Mrs. Housewife is earning points toward a free stainless-steel frying pan, she has the excuse for sending which justifies the purchase.

Types of premium plans

The package enclosure, or the package itself, is the simplest of the several types of premium plans. Typical laundry items used are plastic bags, storage bags, mothproof bags, fancy hangers, colorful plastic clothespins, shirt boards, and such items, all related to the service we are selling. Other enclosures in the package can

**Why it pays
you to use...**



Whitehouse **BLUE**^{*}
STREAK
NETS *Standard of the Industry*

Here is the nylon net that has been called the "Standard of the industry". It's the Whitehouse BLUE STREAK.

Since their introduction eight years ago, BLUE STREAK nets have set records for economical performance, for quality that saves laundry operators money in many ways.

For Example—

BLUE STREAK nets make possible 20% greater payloads in washwheels.

They save on supplies, save on labor, save on power and water.

Their distinctive colors permit easy classification.

Use reliable BLUE STREAK nylon nets *yourself*. You'll be convinced.

*Trade name of Whitehouse Nylon Products

● **Continued Leadership through Constant Research**

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, N. Y.



Cutout folds up into miniature laundry truck, features "Fluffy" kitten trademark of plant

range from free balloons or washcloths through a long line of inexpensive novelty items. The service itself can also be used as a premium, such as offering two blankets laundered for the price of one—the free laundering of the second blanket being a premium offer.

One word of caution here on choosing your premium. Remember that a household can use only so many of a particular item—that the value of premiums runs out. Do not try to use the same premium for every special nor repeat too often. A household can use only so many blanket bags, for example.

One plant we know has a bear by the tail from an offer of free playing cards made several years ago. According to the offer a free pack of these plasticized playing cards was to be given after 10 laundry bundles were sent, and no time limit was set. After several years regular customers of the plant have playing cards coming out of their ears, yet the company hesitates to drop the plan because so many new customers are always working toward their free pack of cards.

In other words, in any given week a tenth of the customers are nine-tenths of the way toward the premium, another tenth eight-tenths away, etc. This premium feature, because it was not limited, costs this small plant some \$2,000 a year and its value decreases every week, yet management has been afraid to drop it for fear of antagonizing the newer customers it draws.

The coupon plan of premium is a little more involved than the simple package enclosure type, but it is also a better plan because it requires a series of purchases rather than a one-shot deal. In this plan (as used with the playing cards mentioned) the cus-

tomers receives a coupon (or has a premium card punched, or is credited in some way) with each purchase. She is entitled to a more elaborate, costlier "free gift" after a certain number of bundles or dollars of service.

Trading stamp plans are of this nature, requiring multiple purchases through a period of time before receipt of the premium. Although there is more book work to such a plan, it may work out more cheaply in the long run—because many customers enticed into sending by the plan will fail to redeem their coupons, because the premium cost can be charged against greater sales, and because a habit of sending is set up. Against this is the fact that to many people a balloon today is worth more than a frying pan in six months. Both plans can be used at the same time in different services if you desire.

The self-liquidating premium plan, becoming increasingly popular today, is the third type. In this case the laundry assumes no cost of the premium at all, since all costs for purchasing and distributing the premium are completely absorbed by the customer's cash payment for the article. A soap company offers a \$2 self-drain saucepan for only \$1 and two box tops. Actually the saucepan is a \$2 value at retail, but the company buys them at wholesale prices that permit the \$1 to cover handling costs as well.

The beauty of this plan is that it enables the customer to secure her premium *now* as in the case of the one-shot plan, that it saves her money but costs the company nothing, and that it enables the laundry to offer more valuable premiums to secure greater customer interest.

A well-known California laundry is currently using a clever adaptation of this self-liquidating plan. The plant's

trademark, "Fluffy, the kitten," has been thoroughly promoted through the years in all advertising, in advertising specialties and in the plant's packaging.

This laundry advertiser went to a large manufacturer of stuffed toys for children and had the trademark made into a cute and cuddly toy kitten about a foot high. While the retail price on such a toy would run between \$3.95 and \$6.95, the kitten can be sold by the plant to customers for \$1.94. The stuffed kitten, "Fluffy," has been selling like hotcakes and adding new customers to the plant's clientele, for only customers can buy at this special price.

This self-liquidating premium is doubly valuable because it ties in so directly with the plant's other advertising.

One of the primary advantages of a premium offer is that it gives the route salesman and the counter girl something new to talk about.

The premium generates a great deal of enthusiasm which is translated into increased sales. In our industry we are dealing with service which is intangible. Premiums, on the other hand, can be shown and handled. It's wise to give premiums every sales stimulus you can, and particularly to give additional help to your drivers with circulars describing the offer, samples to show customers, and truck signs.

Advertising specialties

Advertising specialties are another type of laundry advertising close to the premium idea—but not the same thing. Ad specialties are often the same items as premiums but their use is different. Premiums require an immediate purchase and are a direct sales stimulus. Advertising specialties are indirect and involve no obligation to buy. They seldom carry a message

HTH

*for better performance
for greater economy*

QUALITY BLEACHES

For over 25 years, laundry operators everywhere have recognized HTH Bleach as the standard of quality. Today, keeping pace with modern laundry procedures, you can select from three HTH Bleaches to best fit your particular requirements. Produced by one of America's leading chemical manufacturers, HTH Bleaches will give you consistent results of highest quality with safety and dependability.

The same stable, uniform bleach that laundry operators have been using for over a quarter century to make up stock bleach solutions. HTH Granular Bleach, containing 70% available chlorine, is packed in sealed "measured unit" 3½-lb. cans and in 100-lb. full-opening lithographed metal drums.



This amazing new bleach product is revolutionizing bleaching procedure all over the country. You just add it dry directly to the washer. Assures maximum whiteness retention with minimum tensile strength loss. Packed in 100-lb. and 200-lb. "Leverpak" drums.



This pre-proportioned bleach-mix is simply added to water...prepares a stable sodium hypochlorite solution with a minimum of washroom supervision and with a maximum of convenience, ease and economy. Packed in 100-lb. "Leverpak" drums.

Before you buy bleach, check your laundry supply house for complete information on all three HTH quality bleaches or mail this coupon today.



OLIN MATHIESON CHEMICAL CORPORATION
Industrial Chemicals Division
Baltimore 3, Maryland

Please send information on all three HTH Bleaches and the name of my nearest supplier.

NAME

COMPANY

ADDRESS

FREE SEEDS! —and GROWING PLANTS

Picture your yard a riot of summer colors . . .

with the living beauty of your own Nasturtiums, Marigolds, Petunias, Zinnias, and Asters in bright big blossoms. HERE'S YOUR CHANCE FOR A WONDERFUL HOME GARDEN FREE Flower Seeds and Growing Plants from your Flower-Fresh Laundry—FOASBERG's Laundry and Cleaners!

You can get a packet of different flower seeds every week for the next four weeks when you send your family laundry bundle to Foasberg's—plus the valuable free time you need to plant your summer garden because Foasberg's does your weekday chores for you.

Nasturtiums, Marigolds, Petunias, Zinnias . . .

the most popular summer flowers—grow in your own garden from reliable Aggeler & Musser Seeds . . . but that's not all!

After you've received your four different flower seeds from Foasberg's there's a BIG BONUS for you—one dozen ASTER PLANTS direct from Fuchsia-La Nursery PLUS Fuchsia-La's SPECIAL GIFT for you—one of their world-famous FUCHSIAS, booklet or upright plant in a 3" pot!

Get out into the sun this week. Start your garden early while you plant your marvelous Flower-Fresh Garden. In a few weeks you'll have a yard full of glorious blossoming color that you'll be proud of all summer long. You'll be healthier and happier when Foasberg's does the washing and ironing too!

Selections by Fuchsia-La Nursery

All seeds are genuine Double-Treated Aggeler & Musser Seeds, selected for you by the famous Fuchsia-La Nursery, 3579 Atlantic Blvd., Long Beach, as the most popular summer flowers for quick growth and showy blossoms. After you have received all four seed packets, you'll get a Foasberg Plant Certificate which you can take direct to the nursery to receive your free Aster plants and your potted Fuchsia. Incidentally, don't miss the Fuchsia Show, June 19th and 20th, at Fuchsia-La Nursery—it's BIG and BEAUTIFUL!

WEEKLY Specials with \$1 or more Laundry Bundle		
NASTURTIUMS The most popular seeds and today. Will bloom a few weeks after planting and continue until fall, provided they are well watered. They are well suited to go to seed. For particular seed info, fertility, or instructions. Single, Tall, Mixed colors. Week of May 29th	MARIGOLDS Tall African California strain. Although this flower strain has some single blossoms, the double flowers are exceptionally large and show brilliant shades of red, yellow, and orange. Week of May 29th	PETUNIAS Beautiful single flowers in profusion against a rich green foliage. Mix of colors provide a panorama of bloom in gorgeous shades of red and purple. Hybrid Florida blue. Week of June 7th
ZINNIAS These giant Zinnias thrive once in the hot, hot weather with food and a moderate amount of water. California Mammoth Series, enormous well-formed blossoms. Wonderful tall flowers. Mixed colors. Week of June 14th	PLUS BONUS ASTERS One dozen growing plants from bedding plants, mixed colors. Direct from the Fuchsia-La Nursery. Ready to set out for immediate growth. FREE after 4 bundles	and a SPECIAL GIFT FUCHSIA 3" pot. Your choice of hanging or upright type. A special gift from the world's most famous Fuchsia growers to you. FREE after 4 bundles

Free seed packet with \$1 bundle for each of four weeks is basic premium; after sending four successive bundles customer gets bonus premium of plants. "Flower-fresh" slogan ties in

beyond the company name, address and telephone number or a listing of the services offered, and are long-range goodwill builders without the "flash" punch of premiums.

The laundry generally uses these ad specialties in the shape of pencils, ball-point pens, hangers, automobile hanger racks, telephone dialers or phone-book covers, miniature bars of soap, toys and balloons, zipper sticks, matches and calendars. Commercial accounts are often given fairly elaborate and expensive advertising specialties at Christmas time.

By far the most popular of all advertising specialties is the calendar. In almost every case it is purchased from one of the large calendar companies. Since the average home hangs only two and a half calendars and receives probably five or six, the field is very competitive for the laundry advertiser. A calendar which is cheaply made or lacks a powerful appeal generally lands in the wastebasket.

Because of this competitive factor in getting your calendar hung in the home it is often wise to purchase one that has premium features—something extra beyond a record of days. Since one and a half calendars are seldom used in the average kitchen, those carrying household hints, recipes, shopping lists, space for writing memos or pockets for filing are particularly well received. Advertising should be kept to a minimum because, if it's too prominent, out goes the calendar.

In calendar illustration color is a must, and story-type pictures are most favored (paintings like the covers of the *Saturday Evening Post*). A different picture for each month is favored over one illustration. Family scenes, scenery, children, babies and pets are best for domestic use; cartoons and nudes are definitely out.

Because housewives are so choosy, and because calendars are so expensive, I personally do not recommend them except in special cases. How-

THE STORY

BEHIND THIS AMAZING OFFER

FOASBERG's has been known as the Flower-Fresh Laundry for many years. As you know, there are always colorful floral arrangements by Rene's Florists in the Foasberg office, building and trucks display the well-known Foasberg flowers, and even the new laundry lists feature flowers. Foasberg's like flowers!

During recent months many new improvements have been made in Foasberg Laundry Service—improvements we know you'd like.

For example, there are no longer any ugly black laundry marks on your clothes because Foasberg now has IRONABLE LAUNDRY MARKS—the new identification system which eliminates any possibility of mix-ups, yet keeps your clothes looking like old-fashioned black marks.

Then there's the new LUX FLAKES washing—as gentle as the LUX you use on your face—as careful as drying your clothes in LUX FLAKES at home. Everything is laundered in LUX or Foasberg's now.

Foasberg's 3-D Contour Shirt Finishing is a brand new method of ironing shirts to professional perfection. No longer does Foasberg use the standard flat press. Shirts are placed on a body-contoured form and actually pressed in three dimensions!

In Dry Cleaning there's a new Sanitone system that sparkles the color of garments like new—and the Cotton Cloth which Style-Sat Foasberg uses to realize a dream—the original crispness and line, as advertised in *Ladies' Home Journal* and *Saturday Evening Post*.

With the cooperation of the Fuchsia-La Nursery, Foasberg's—the Flower-Fresh Laundry—has been able to realize a dream—the free offer of flower seeds and bedding plants to customers for the beautification of their homes and yards . . . toward a more beautiful Long Beach.

And

HOW TO GET THESE FLOWERS SEEDS

There's a different seed for each of four weeks beginning May 17th. When you get back, the laundry bundle (minimum \$1) you send each week will include a packet of seeds. At the end of four weeks you'll have all four seeds and you'll receive a Foasberg Plant Certificate which you may take direct to the Fuchsia-La Nursery to get your free Aster plants and the Fuchsia gift. The same Aster and the Fuchsia are yours after sending your laundry bundle each of the four weeks of Foasberg's Month. Offer applies at the plant Call Office or with pickup and delivery as you prefer.

Foasberg
Flower-Fresh
LAUNDRY AND CLEANERS
440 EAST WADSWORTH STREET
LONG BEACH, CALIFORNIA
Telephone 4-8559

ever, since they are easily available and require no advertising thought or planning, they are very popular in the laundry field.

Advertising specialties which seem particularly effective in our industry are those aimed at pleasing children—balloons, puzzles, coloring books, toys, comic books, decals and stickers, and pictures. Advertising to children is a remarkably efficient practice; this is especially true among regular laundry customers. It is extremely doubtful that advertising specialties have much of an effect in getting a non-laundry user to send to the laundry, but there is no question that children can strongly affect which laundry will be patronized.

In the case of the "Fluffy Kitten" laundry mentioned above, a considerable amount of the advertising effort is devoted to advertising specialties given to children—and this 50-year-old plant has increased its volume by about 25 percent each year since the program was put into effect! Among the specialties given away by this plant have been cardboard punch-outs of the kitten which stand up, jigsaw puzzles of the kitten, coloring shirt boards of the kitten. Adult specialties have been matchbooks with the kitten stand-up, various types of blotters, and plastic bags.

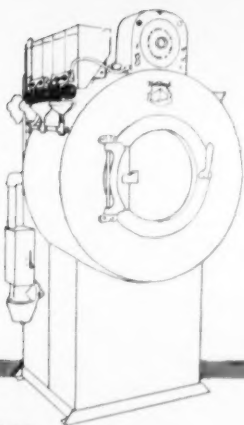
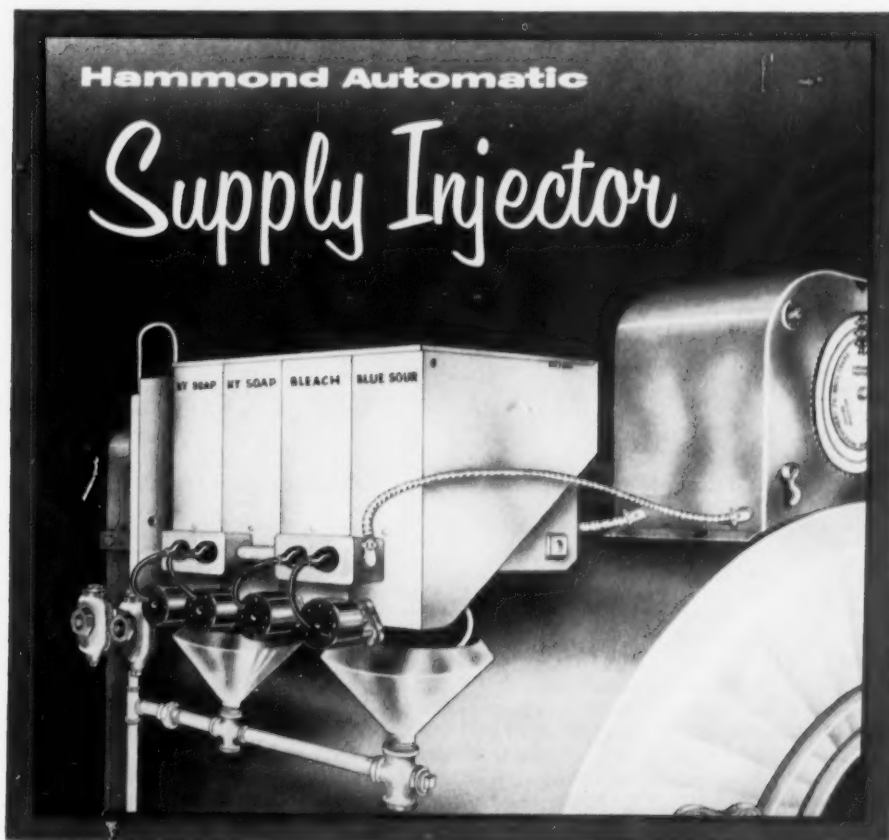
Advertising specialties are a friendly goodwill gesture, and a form of advertising that is relatively durable compared, say, with a newspaper ad. They should be chosen carefully to be of real value to the customer or prospect. Cheap gimcracks that break easily or have no real use are to be avoided. As is the case with premiums, they should tie in as closely as possible with the laundry business. Miniature bars of soap are basically better than measuring spoons simply because they relate to laundering.

Distribution of advertising specialties is important, too. Matches distributed through local bars would be almost a complete waste, whereas given out by your drivers from door to door they would remain in use for a long time among your prospects.

Advertising specialties are not a substitute for a hard, aggressive selling campaign, but may be incorporated with one. They do offer an easy way of keeping your name before your public's eye if you don't do much advertising on a regular plan.

Both premiums and ad specialties are valuable sales stimulants if they are (1) chosen with care, (2) distributed to the proper persons, and (3) made a part of the advertising program, sold through the advertising program and utilized as a solicitation device. □□

ANOTHER HAMMOND ENGINEERING ACHIEVEMENT



Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Now. . . . with a completely automatic Hammond Supply Injector. . . all you have to do is to load your washer. . . and unload it! The New Hammond Supply Injector is synchronized with the automatic control formula disk. . . . injecting your supplies in the proper amounts and in the proper sequences. It can be set to inject any amount and is absolutely clog-free. The Hammond Automatic Supply Injector will hold enough supplies for a weeks operation and the amount of supplies to be used with each washing, can be changed in a matter of seconds. Gives you completely uniform wash and assures economical use of your supplies at all times. Hammond's Automatic Supply Injector is an optional feature on any Hammond Laundry washer and is truly another Hammond engineering achievement! See your nearest dealer for more complete information or write direct to the factory!

Please send literature about Hammond Automatic Supply Injector.

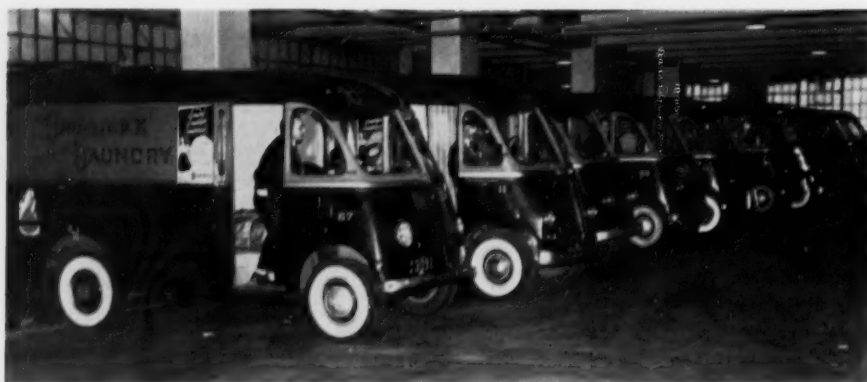
NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HAMMOND LAUNDRY CLEANING-MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS



Fleet lineup shows only a few of 100 Brunswick Laundry trucks—70 gas and 30 electric vehicles—which blanket New Jersey area as far as 50 miles out from plant. Preventive maintenance is a must here to keep equipment in safe, topnotch condition

Safe Driving Is No Accident

**Brunswick Laundry's driver training program
aims to prevent accidents before they happen**

AN IMPRESSIVE SAFETY RECORD such as that attained by the Brunswick Laundry of Jersey City, New Jersey, doesn't happen by chance.

Brunswick prides itself on having the lowest truck fleet accident rate of all the laundries in the New York metropolitan area. And it ranks second among all truck fleet operations in the same area.

This standing is particularly impressive in light of the fact that this firm (said to be the largest family-service laundry in the nation) operates approximately 100 vehicles of all descriptions.

What's the secret? In brief, to maintain a safety record as enviable as this one, Brunswick management believes it is necessary to get the right people for the job and provide them with the proper incentives as well as suitable restraints. It requires an active safe-driver organization and a continuous training program. Brunswick has had both since 1938.

It was during that year that the Sieminski family which manages Brunswick Laundry decided that the already good safety record made by the staff could be improved still further by acquiring the services of a safety engineer—one who had wide experience in the field and who could analyze as well as teach accident prevention.

As his first act, the engineer finally selected met with a committee of route salesmen to formulate a safety

By HENRY MOZDZER

organization and establish a comprehensive program. The result of this joint effort formed the framework for the program and has since been incorporated in booklet form. This booklet now serves as a ready reference and guide to the new employee.

But what is more important, a check of the records would seem to indicate that the things learned because of this move have greatly reduced the number of serious accidents and amount of loss experienced from liability, bodily injury and property damage. Last year, for instance, 16 claims were brought against the company in 47 accidents. With the exception of one small case (still open) these were settled for \$942.

The number of claims and accidents has been on the wane and this reduction is reflected by decreasing premium rates on insurance.

Getting the right people

Every job applicant is first examined by the company doctor who must pass on his (or her) physical qualifications before he is accepted for any type of work in the plant.

Those applicants who will at any time operate a company-owned vehicle are given, in addition, a battery of psychophysical tests to determine their mental, physical and emotional

qualifications. Specifically, these tests are designed to reveal defects which would make the person a poor risk as a driver.

For example, some people are color-blind, or poor judges of depth, or may have some visual defect(s) which would make them unsuited for safe driving. Others may lack a proper degree of physical coordination, so that they would be handicapped in situations requiring automatic and immediate response—such as applying the foot brake in an emergency. The tests reveal this information and poor risks are weeded out before they ever get into the driver's seat.

Basic training

If he passes these tests satisfactorily, the applicant is then turned over to the fleet supervisor for basic field training. This training includes familiarization with the vehicle and its equipment, a safety check procedure to be followed both before and after entering the vehicle, and a briefing in actual truck operation, from starting the motor right down to how to work the choke. (It should be mentioned that Brunswick has 30 electric and 70 gas trucks of various types and such a detailed check-out is a matter of necessity with most new drivers. Management doesn't believe in taking things for granted.) In every instance,

(Continued on page 32)

THE ONE and ONLY . . .

AJAX Original Supermatic

SHIRT
UNIT

Leading laundrymen from coast to coast see them and buy them 2, 3, and 5 units at a time

Oregon Laundry & Dry Ctrs.
Portland 1, Oregon

Home Service Laundry
Idaho Falls, Idaho

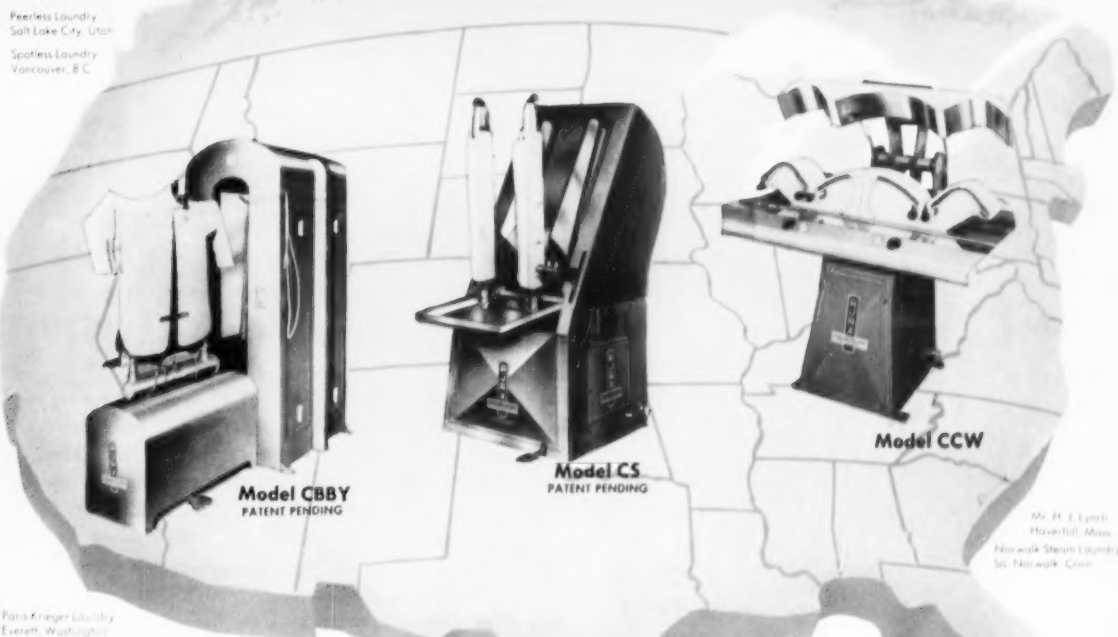
Peerless Laundry
Salt Lake City, Utah

Spotless Laundry
Vancouver, B.C.

College Laundry
Las Vegas, Nevada

Owen's Cleaners
North Bay, Ontario, Canada

Keith's Cleaners
Toronto, Ont., Canada



Model CBBY
PATENT PENDING

Model CS
PATENT PENDING

Model CCW

Park-Kruger Laundry
Everett, Washington

San Lee Laundry
San Francisco, Calif.

Silver Lake Laundry
Bakersfield, California

Paramount Laundry
Wilmington, Calif.

Signal Laundry & Dry Cng. Co.
Monterey Park, California

Despatch Laundry
Phoenix, Arizona

Ajax Laundry
Phoenix, Arizona

Morgan Laundry
H. Morgan, Colorado

Exterior Laundry
Albuquerque, New Mexico

Puritan Laundry
Dallas, Texas

Miller's Laundry
Houston, Texas

Independence Laundry
Independence, Kansas

Acme Bachelor Laundry & Dry Ctrs.
Lawrence, Kansas

Dy Dee Wash, Inc.
Cleveland, Ohio

Lorenz Laundry
Dubuque, Iowa

Esther's Home Laundry
St. Louis, Missouri

Belvidere Self-Service Laundry
Waukegan, Illinois

Chalmers Laundry
New Orleans, La.

Sanders Cleaning Co., Inc.
Detroit, Michigan

Chicago Shirt Service
Chicago, Illinois

Sanders Ctrs. & Ldry., Inc.
Indianapolis, Ind.

Orchid Cleaners
Union Town, Pa.

Individual Laundry Service
New Rochelle, N.Y.

Imperial Laundry
Suffern, New York

New Maplecrest Laundry
Plainfield, New Jersey

Chesterfield Laundry
Boston, Mass.

Mr. H. J. Lynch
Haverhill, Mass.
Norwalk Steam Laundry
So. Norwalk, Conn.

Utility Laundry
Chatham, N. Jersey

Mayflower Cleaners
Ellwood City, Pa.

Repeat Orders tell the Story

Letters from our enthusiastic customers now using the AJAX SUPERMATIC SHIRT UNIT report sensational gains in production and profits. This wonderful AJAX SUPERMATIC SHIRT UNIT offers you the complete new approach to shirt finishing . . . producing the perfect shirt in three simple lays. The AJAX SUPERMATIC SHIRT UNIT has been designed to meet the requirements of all laundries . . . large or small.



Western Laundry Press Co.

Manufacturers of AJAX Presses since 1929 Salt Lake City, Utah

WRITE —

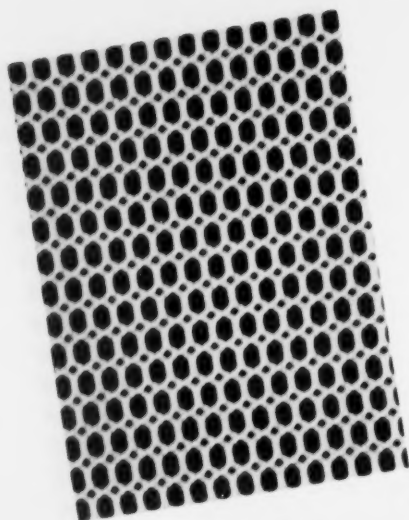
PHONE or WIRE

for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.



What's New in Nets?

BALANCED STRENGTH BULLDOG BAR-MASTER!



Knitted Nylon

AN X. S. SMITH EXCLUSIVE

Out of the past comes the NEWEST thing in top quality nets! Born of the experience of 30 years in the manufacture of high quality nets for the country's leading laundries, our new BAR-MASTER brings you the well known Bulldog toughness in a l-o-n-g-e-r lasting pure nylon net. Longer lasting because it is 'slow-knit' . . . which means we take time to do the job right. Every thread of this slick, durable nylon is knitted in perfect alignment to take the stress of rugged service—to stretch your net investment and sweeten your profit picture.

TAKE A GOOD LOOK AT BAR-MASTER

You can see at a glance how our exclusive 'slow-knit' method gives you balanced strength for superior net performance under all conditions. Your jobber has all sizes and colors.

- ★ Scientifically balanced . . . Open knitted for free washing action
- ★ "Easy on the hands" pinning . . . "Easy on the buttons" protection
- ★ Pre-shrunk . . . will not stretch in length or "hour glass" in shape
- ★ Expands in width . . . handles all types of wash safely
- ★ Labor saving . . . easier loading, pinning, washing, unloading and sorting
- ★ Longer wearing . . . best dollar for dollar net value in the field

X. S. SMITH, INC.

RED BANK • NEW JERSEY

if

you do...or plan to do

↓

your own drycleaning... you need

↑

NATIONAL CLEANER & DYER

Each issue brings you the newest in technical information — continuous "how to" in all phases of drycleaning.

The National
CLEANER & DYER



Because it specializes on drycleaning only, its subject matter is complete, deep, penetrating, practical and down-to-earth in terms of day to day problems in every plant.

Do drycleaners value it? It's the only national drycleaning magazine bought and paid for by its readers. Currently, well over 15,000 drycleaners are paying to get the know-how it offers — available to them from no other single source.

If you do or plan to do your own drycleaning . . . and if you want to join the alert group that respects and uses National Cleaner & Dyer, fill out the coupon today. We'll bill you later.

NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

National Cleaner & Dyer

304 East 45th Street, New York 17, N. Y.

I want to put National Cleaner & Dyer to work in my plant too. Please enter my subscription for the next 12 monthly issues at \$4.00.

Company Name _____

Address _____

City _____

State _____

Signed _____

Title _____

MAIL THIS COUPON TODAY!



Psychophysical apparatus owned by Brunswick tests, among other things, side vision (top), brake reaction (center), depth perception of oncoming traffic (bottom). Small-plant operators can check with National Safety Council as to local availability of this equipment. Another valuable source for all sorts of safety information is your insurance agent

(Continued from page 28)

the instructor first performs the act, then instructs, and finally requires the student to perform the act.

The actual road test calls for a proper display of parking, straight driving, backing, judging distance and maneuvering in close quarters.

Successful completion of these tests by no means ends the program. Every applicant is required to attend the driver training school. He attends when he first joins the company and must repeat the course at least once every two years thereafter.

Training school

The Brunswick driver training school is supervised by the route superintendent or someone authorized by him. The course of individual instruction is designed with the following purposes in mind:


1. To acquaint the new employee with the history of the company; telling when and how the safety organization began and progressed to its present place in the industry and community.

2. To instill in the student an awareness of what safety means and how it can affect him, his family, his job and the company.

3. To help the driver recognize potential accident situations and make him realize that they can be avoided. The commonest accidents, such as those involving backing, following too close or too fast for conditions, improper parking, weaving in traffic, jumping lights, etc., are explained and analyzed in detail. The total aim of this instruction is to teach the student that there is such a thing as "defensive driving." Each student and instructor is required to commit its definition to memory and it is important enough to bear repetition here:

"A defensive driver is one who makes allowance for the lack of skill or improper attitude on the part of the other fellow, and who keeps continually on the alert and recognizes an accident-producing situation far enough in advance to apply the necessary preventive action, and concedes the right of way when necessary to prevent an accident."

4. Lastly, the school instructs the student in filling out the necessary forms in the event that an accident does occur. Management recognizes the possibility of human and/or mechanical failure, but wisely takes steps to prepare for these eventualities. Hence, when an accident does occur the driver is not at a loss for what to



"not a shirt complaint
since we changed"
to...

SUPREME

ONE OF
CLINTON'S
"Petal Smooth"
LAUNDRY STARCHES

NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.

Technical Service in connection with your specific problems is available upon request.



CLINTON SUPREME STARCHES
always smooth like a summer breeze



CLINTON

CLINTON FOODS INC.
CLINTON, IOWA



Toy cars help Brunswick's self-governing Accident Court determine whether route salesman exercised proper driving precautions. This one was judged "avoidable." Case: Routeman was proceeding along one-way street watching house numbers for his next stop. Car pulling out from curb on left caused him to swerve to right, forcing his right front hub to make contact with left rear side of bumper of car on right side of street. If routeman had been watching street, accident would not have happened even if street had been congested.

do. He knows what forms to fill out, what information is required, how to get it, what to do and what to say. Attention given to such matters beforehand saves time and trouble at a later date. Each student is required to fill out sample copies of the "Scene of Accident Report," "Release Card," "Insurance Accident Report," etc., to make sure he can do it right.

Incentives to safety

Preventive maintenance: Management believes one of the most important ways to encourage its drivers to practice safety is to maintain the appearance and working order of the company's vehicles and equipment. In short, a good preventive maintenance program.

Brunswick has its own repair department staffed with four expert mechanics and four helpers. They are responsible for servicing all vehicles at regular intervals—gas cars each 1,000 miles, electric cars once every 30 days. The plant also has its own paint and body works department.

A routeman is notified 48 hours in advance when his vehicle is scheduled to go to the repair shop. If he notices any repairs or adjustments that should be made he notes these on a repair order tag and attaches it to the steering wheel of the car to be serviced. This helps the repairmen do a better and more satisfactory job. All vehicles are road-tested before they are returned to service.

In the event that emergency repairs have to be made, the routeman's responsibility is clear and simple. A phone call will bring out a repairman, who will make whatever adjustments are necessary quickly and expertly. The routeman is not allowed to lift the hood, nor so much as change a tire. Makeshift adjustments can be accident producers and so are discouraged.

Safety awards: Appealing to the routeman's pride, Brunswick presents "Safe Driver Awards" at yearly intervals to routemen who have not been involved in any accidents. They are given cards at one-year intervals and handsome pins from the National Safety Council at five-year intervals. These lend prestige to the driver and attest to his skill in operating a vehicle.

With some 75 route salesmen on the payroll, Brunswick is gratified to note that approximately one-third of them have safe driving records of 10 years or better. Four of them recently received 18-year awards.

Safety contests: In addition to the individual competition mentioned above, the company conducts frequent group contests. Two groups of drivers are chosen to compete against each other for periods ranging from three to six months. All contestants are feted at a banquet, with the losers serving the winners, and appropriate prizes are awarded.

Safety reminders: The idea of safety

is never permitted to be forgotten. Safety meetings are held monthly, and signs and posters giving timely and pertinent hints on safe driving are displayed in various places around the plant. Currently these recommend keeping a safe distance—about 10 car lengths—behind vehicles on icy roads.

At home the drivers receive safety booklets published by the National Safety Council. As they leave the garage, they can't help but notice the safety posters which are purposely mounted on the garage doors.

In each truck, two-sided cards are placed monthly in a special frame on the dashboard and reversed at the end of two weeks, reminding and giving the routeman two driving hints a month. Every effort is used to build up a defense against recurring accidents.

Accident control

One of the most valuable features of Brunswick Laundry's Safe Driver Organization is the Accident Court. This court lends an element of self-government to the safety program since it is composed of the director of safety and three judges, picked from the routemen according to their seniority, each to serve three times. This system repeats itself until all routemen in the sales department have served as judges.

The court "tries" actual cases in which routemen have been involved. On the average of four cases are heard each month. After the routeman has given his full explanation and answered questions pertaining to his accident, the judges analyze the evidence and decide whether the accident was avoidable or not.

If the accident was deemed avoidable, the court explains in writing the reasonable means of preventing that type of accident. The decision is posted in the drivers' account room for all to benefit. The court's findings are final.

More often than not more accidents occur to the drivers. The court, however, is not concerned with the negligence of the driver of the other vehicle involved. Usually it is assumed that the other driver did not use the proper care and precautions, but it does not seek to establish fault or guilt. Its sole purpose is to determine "Did our salesman use all reasonable care and precaution to avoid the accident?" The court determines whether he did or did not.

Brunswick's safety program may be too elaborate for most plant operators but its merits cannot be denied. Phases of the program may be adopted as the case applies. □□

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CUMMINGS-LANDAU**

...to give you a washer
so sturdy and tough that
breakdowns are virtually
unknown!

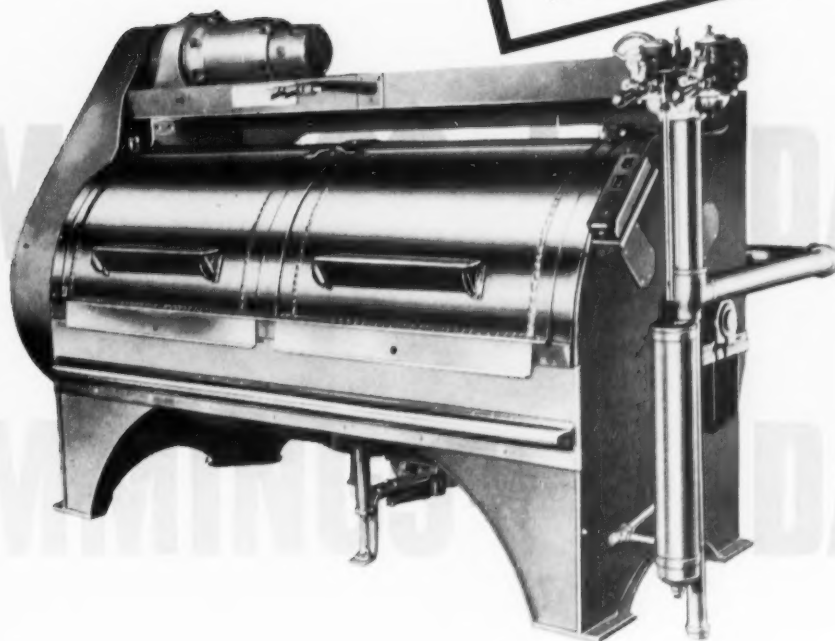
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CUMMINGS-LANDAU**

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work...in LESS time and
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**Engineered by...
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...to operate with maxi-
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February 15, 1955

35



Modern architecture is highlighted by neon sign which invites oncoming drivers into spacious parking area. Brick window box along front will sport live flowers in spring and summer. To left of store window is carport where trucks load and unload

*To overcome customer parking difficulties
this Kankakee, Illinois, laundry opened*

A New Drive-In Store

By LOU BELLEW


TO BETTER SERVE its present customers and entice new ones into the fold, Domestic Services, Inc., in Kankakee, Illinois, has opened a brand-new drive-in store just four blocks from the main plant. According to owner Gene Anderson, the store at the plant had been hampered by a lack of adequate parking space. This shortcoming the new building, situated at an intersection on a main residential street leading into the business section, is expected to overcome.

The new brick building is 30 feet deep with a 40-foot frontage set at the rear of a 75-by-50-foot lot. Except for the space occupied by the building, the remainder of the property is all black-top parking area. The modern little building is a real eye-catcher, with the solid brick wall on the side street a background for an attractive big neon sign extolling the services offered.

An all-glass front set well back un-



Pegboard partition screens marking table from customers' view, permits salesgirls to see customers enter store lobby



*nothing
outwears...*

*
DATEX

(DACRON DUCK)

for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.

**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.



Steel bundle racks are built around heating and cooling equipment out of customers' view

der a canopy will offer relief from the summer sun (although it was far from warm when we were there). A carport at the side shelters the trucks during loading and unloading, as well as offering room for future expansion if needed.

The interior has many attractive features. A ceiling-high partition of pegboard and the call-office counter form a small reception room for customers and afford a view of only the ready racks. The partition shuts off the view of the laundry ready shelves and the heating and cooling system in the

back corner. Marking is done at a counter behind the pegboard partition, permitting the counter girl to see anyone who comes in while she is marking.

A "snake track" continuous storage rack for ready orders of cleaning has increased hanging area by perhaps as much as 20 percent.

The opening was accomplished with little fanfare other than coverage of the area with direct-mail postcards. The good public-relations program of Domestic Services over the years was once more in evidence during the

opening weeks. Long a booster of local industry, Gene gave out for the opening two weeks cans of wax and bottles of a new furniture polish made by a local firm.

To date the drive-in has exceeded expectations, and business is expected to increase there as more housewives experience the convenience of easy parking. Domestic Services routes in the area have not been noticeably affected by the drive-in although the plant store, as expected, has lost cash-and-carry trade to the new establishment. □□



"Snake-track" garment storage racks require no side bracing, save as much as 20 percent in space over parallel racks, according to plant manager Paul Branch, here taking inventory of finished garments

Now-
from the multi-stop leader
METRO-Matic

a new, perfected
 automatic transmission
 that gives you every
 "automatic" benefit
 with the economy of
 conventional drive!



INTERNATIONAL, 16-year leader in the multi-stop delivery field, now packs more solid value into your truck dollar than ever!

Now — INTERNATIONAL multi-stop trucks give you fully automatic performance *plus!* With new METRO-Matic Transmission you get more "pull" for smooth, fast starts under load. You get direct drive operation in high gear — the "solid" feeling of a conventional drive, without any sensation of slippage or engine racing.

All this . . . yet tests prove that METRO-Matic operates just as economically as a conventional transmission. And an all-around increase in operating efficiency saves wear and tear on engine, transmission, drive line and tires . . . and that means a substantial saving of your operating dollars.

The proof is in the driving. Visit your INTERNATIONAL Dealer or Branch and try METRO-Matic. You'll find it an added feature of INTERNATIONAL extra value — new proof of INTERNATIONAL leadership in the multi-stop field. Your trade-in may cover the down payment. Convenient terms arranged.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

METRO-Matic . . .
the Modern Automatic

- **Torque converter coupling** provides smooth power transfer—multiplies torque up to 2.16 to 1 for smooth, fast starts under load.
- **Hydraulically-controlled** planetary transmission shifts automatically through three forward speeds; has constant mesh helical gears for clashless, "bumpless" operation.
- **Converter lock-out** gives 1 to 1 ratio direct-drive high gear operation—reducing slippage and increasing gasoline and oil mileage. Automatic accelerator-controlled downshift restores converter action for quick bursts of speed.
- **Steering column selector** lever permits simple accelerator and brake driving—allows locking of transmission in low gear for heavy pulling or maximum downhill braking.
- **Low and reverse selector** lever positions permit easy "rocking" in mud or snow.
- **Mechanical type governor** in transmission provides always-smooth shifting regardless of temperature changes.



International Harvester Builds **McCORMICK**® Farm Equipment and **FARMALL**® Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

See the season's new TV hit, "The Halls of Ivy," with the Ronald Colmans, Tuesdays, CBS-TV, 8:30 p.m., EST.

INTERNATIONAL® TRUCKS
"Standard of the Highway"



Typical Peerless laundry truck interior shows compartmentalization. Note pipe racks secured with floor flanges

Preventive Maintenance

keeps fleet in shape in rugged terrain

FEW CITIES IN AMERICA offer a tougher proving ground for a truck fleet than San Francisco with its steep hills. A laundry that operates 32 trucks over this terrain, some making 50 to 75 stops daily and others going out on a 111-mile coastal run, could have a knotty maintenance problem. That is, if it weren't for "PM."

PM, or preventive maintenance, is a familiar term to highway freight truck operators. It's the practice of repairing or replacing parts on a mileage or calendar basis *before* they cause costly road failures. If experience has shown that a fuel pump in a particular fleet is good for 60,000 miles, PM will provide for overhauling or replacing it after 50,000.

Trucking firms usually maintain elaborate charts and records in connection with PM. But Peerless Laundry & Linen Supply has kept paperwork to a minimum in operating its preventive maintenance program. And it's far from a hit-or-miss affair.

Across from the company's nearly-block-square plant is a complete truck shop, 25 by 62 feet. It is the responsibility of Alan Day and a helper to see that no breakdowns occur. A two-man shop can't afford the time for record-keeping that a full-fledged PM system calls for, but Mr. Day, who has been repairing vehicles since 1916, keeps 'em rolling with a system of his own that is ideal for a medium-sized truck fleet.

When a truck comes in for any reason at all he checks its safety features—brakes, clutch, wipers, steering. Trucks go on the hoist for lubrication every 1,000 miles, and while on the rack are checked on the safety items; tires are inspected for nails; spring shackles and U-bolts get a once-over, and mufflers and tailpipes are examined to insure that no fumes are getting into the body that might reach the driver or soil clothing.

Tires are inflated to proper pressure with a 175-pound shop compressor which also serves for touch-up painting. Front and rear wheel bearings are repacked each 5,000 miles, at which time brake linings are examined. Battery costs are kept to a minimum by frequent checks of the water level, removal of corrosion, cleaning terminals and greasing with an anti-corrosion compound.

Trucks which are brought in at the end of the day in need of service or repairs are usually ready to go by the end of the following day. Those needing the least amount of work are first in line for attention, so that the greatest number of vehicles can be on the road at all times.

Four trucks—1930 and 1939 models—are used as spares when a regular unit is tied up. Of the other 28 trucks, eight are '54's and none except the spares is older than four years. Trucks retired are replaced with new models and before long the fleet will be up to date, resulting in easier maintenance and a lower parts inventory. However, parts stock is kept fairly low because careful upkeep results in very little wear. One '51 model has run 70,000 miles, never had the pan off, and still doesn't need oil between changes.

Extending motor life

Mr. Day's experience with vehicles has pointed the way to many maintenance economies. Truck life, he claims, has been increased thousands of miles by the installation in all units of 180-degree thermostats to keep engines running warmer and more efficiently. "In the old days," he says, "motorists used to boast that they had a cool-running engine. Now we know that a good hot engine—within limits of course—will give the best performance." Not only is motor life extended, but trucks render better gas mileage and consume less oil.

Winter fronts, to reduce exposed radiator surface, have been installed over front grilles to help keep operating temperatures correct for efficiency. They are left year 'round on the trucks that remain in the mild San Francisco climate. The covers are re-



NEW MIDLAND PRODUCTION FACILITIES BRING
FASTER SERVICE AND DELIVERY TO USERS OF

Dow Sodium Orthosilicate

A timely reminder about why your industry
prefers this particular heavy-duty cleaning compound

Dow Sodium Orthosilicate, solidly established as the *preferred* heavy-duty cleaning compound, is now available in *greater quantity*. Volume production has been inaugurated at The Dow Chemical Company's Midland Division. These new facilities, added to the Sodium Orthosilicate plant in Freeport, Texas, permit Dow to completely meet the increased demand for this remarkably efficient compound.

The centrally located Midland producing point means, too, that Sodium Orthosilicate orders can be processed more rapidly . . . and your shipment reaches you faster. More floor space is freed from storage demands, yet the cleaning operation can proceed smoothly without any fear of Sodium Orthosilicate shortage.

Dow's new, improved full open-head drum is available for Sodium Orthosilicate shipments from Midland as well as from Freeport, Texas. This superior shipping and storage container, designed and manufactured exclusively by Dow, results in definite transit and handling advantages for the user.

These continuing efforts to bring you an economical and uniformly efficient cleaning compound that really does a heavy-duty job . . . these expansions of production and distribution facilities to serve your needs better and faster . . . these improvements in basic package design to cut your handling and storage costs . . . present a convincing answer to anyone in *your* industry who wonders why Dow Sodium Orthosilicate has won wide acceptance. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on DOW CHEMICALS





With no overhead crane, Alan Day uses lube hoist in this ingenious way to replace engines (except in walk-in-type trucks)

moved in summer only from trucks that go down the Peninsula into warmer weather.

Some unusual techniques

Increased tire mileage of up to 100 percent is claimed by Mr. Day, who, contrary to the usual theory, reduces tire pressure on house-to-house trucks from about 55 pounds to 35-45 pounds. This, he says, puts more of the face of the tire on the road. Peerless recaps its tires, when nonskid tread is nearly gone, as many as five times. The cost is approximately one-third that of new tires. San Francisco, where some of the streets seem to approach the vertical, is particularly rough on vehicles and tires, and some of the Peerless route trucks get as little as 6,000 miles on tires.

Mr. Day has devised an interesting technique for replacing those engines that are exposed. He places a 6-by-6 or other heavy timber under one rail of the car hoist and over the other rail (see illustration). From the highest point he drops a length of logging chain, which is secured to the engine. Regulating the air valve on the hoist raises and lowers the engine.

He also uses logging chain for straightening bumpers. Usually such a job takes several hours and the application of heat. Mr. Day loops one end of the chain around the bent section of the bumper and the other around the base of a stout utility pole. Then he uses the motive power of the truck to straighten the bumper. With a helper to drive, the job takes less than five minutes.

Every truck in the fleet has been modified by Mr. Day. On '51 and '53 models he modified the clutch linkage

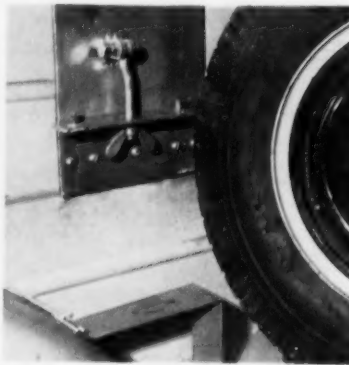
to soften leverage action by replacing the clutch rod from pedal to throwout shaft lever, as recommended by the manufacturer.

On those trucks that lacked spare-tire carriers, he installed shop-made ones, consisting of a piece of steel plate screwed to the inside wall and a threaded, pivoting rod to which the wheel is secured with a large butterfly nut. The tire rests on a stand welded to the wheel housing and floor. Spare tires all are covered to protect laundry and cleaning.

Interior modifications

Up front in the cab, drivers always have a handy supply of string because the shop has installed a string holder in each route truck. The cone of string slips over a length of rod bolted to the cowl behind the windshield's center. The string passes behind the window bracket and up through a hole drilled in a small bolt inserted in the overhead tool compartment, so that it hangs within easy reach of drivers. Their route cards are secured to an 8-by-15-inch piece of 1/4-inch plywood bolted to the engine cover.

Interior modifications of both laundry and cleaning trucks have been made in the shop as trucks came in for preventive maintenance. Installations were made with 3/8-inch plywood which slides in metal channels screwed to floor, walls and ceiling.



How spare tire mounting was provided inside trucks shown in closeup. Tire rests on special step. Plate with two studs fits over wheel and is secured with butterfly nut

The plywood can be removed to make room for a large item (such as a rug or a sofa which has been renovated) or left in place to sectionalize clean and soiled laundry and cleaning.

In laundry trucks (the firm also operates Thomas Allee Cleaners and Galtie Cleaners) there is a ceiling-high partition behind the driver's seat to keep swaying clothes out of the

front compartment. The floor is divided by partitions into (1) soiled laundry at the rear, (2) clean laundry behind the driver, (3) soiled cleaning in the right front section. The partition separating the cab from the area behind the driver is only 12 inches high so that he can step over it. Rear doors are closed until he returns to the plant at the day's end, and soiled laundry is tossed all the way back.

Cleaned garments in both laundry and cleaning trucks hang on 60-inch lengths of water pipe secured to the ceiling from front to rear on either side with floor flanges screwed to transverse top ribs. Screws on top of the pipes divide each into six sections to keep garments from sliding.

Drivers work out of the front doors. As a safeguard against theft from cleaning trucks, Mr. Day has installed an extra lock on the driver's door. It consists of a bolt inserted as a pin in the body support so that the door can't be slid back. And a pivoted piece of strap iron swings down over the pin so it can't be forced out.

A minimum of record keeping

Here's how Mr. Day handles the paperwork connected with maintenance of the fleet, which in addition to the 32 trucks includes 12 cars. On a standard triplicate repair order form he assigns each vehicle a page to carry it through a work period. The work periods are the same as the accounting periods in the office, in which the year is divided up into four- and five-week periods. Truck shop records, including gasoline supply checks, are closed out on the same basis.

The job ticket assigned to a truck shows its fleet number, license number and mileage. Parts and repairs are listed in different columns of the page. When a truck comes in, even for a wash or to fix a flat, the mileage is entered. Then Mr. Day checks back to see when the truck had its last tuneup. If more than 6,000 miles have elapsed, the engine gets plugs cleaned or replaced, and new points and condenser installed.

The job ticket, or repair order, is the keystone of the maintenance system. It ties in with a wall chart showing trucks by route number, make, license number, engine number, year, tire size and truck value. Of course a record is kept of lubrication and of gas consumption. (Drivers sign for gas and note mileage.)

Trucks average from 700 to 2,000 miles a month each on 28 routes. They are a mainstay of a million-dollar-a-year business which employs 230 persons in a \$1 1/4 million plant. □□

WHAT'S NEW *in FLATWORK IRONERS!*

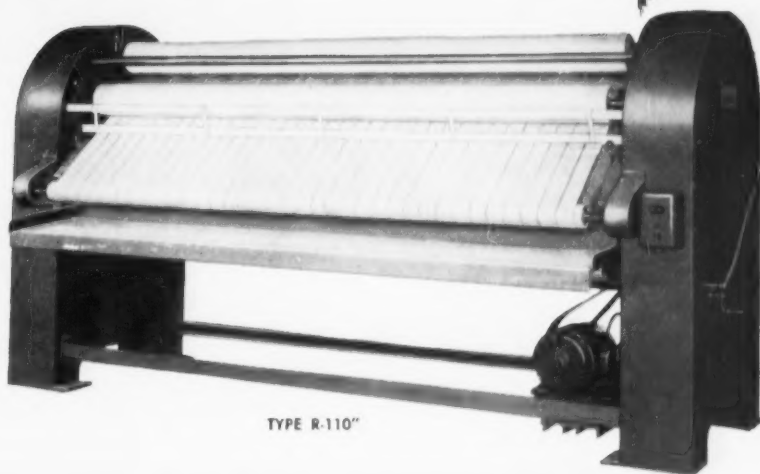
• QUICK SERVICE LAUNDRIES •

• DRIVE-IN PLANTS • MOTELS •

THE **NEW** MODEL

S24

STEAM-HEATED
FLATWORK IRONER



TYPE R-110"

• HOSPITALS • HOTELS • INSTITUTIONS •

IMPORTANT FEATURES

- 24" DIAMETER
STEAM-HEATED ROLL
- FOUR PADDED
COMPRESSION ROLLS
- 100", 110" or 120" LENGTHS
- RIBBON FEED CONVEYOR
- RETURN RIBBON CONVEYOR
- UP TO 125 LBS.
STEAM PRESSURE
- HIGHEST QUALITY FINISH
- VARIABLE SPEED DRIVE

STREAMLINED IN DESIGN - VERSATILE IN OPERATION

CHICAGO's new Model S24 Steam-Heated Flatwork Ironer is available in two different types . . . both will give you finest quality finish.

The Type R Ironer can be used for front or rear return of work . . . two-girl or four-girl operation . . . and can be changed instantly. Ideal for growing plants where two-girl operation can handle the load, but as volume increases can be used as a four-girl machine.

The Type F is for front return - two-girl operation only. Production capacity is equal to or higher than a two-roll chest type ironer.

See this machine in operation at the N.I.D.
Convention, Chicago, March 4-6, Booth 891

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

Chicago DRYER CO.

EST. 1886

2212 North Pulaski Road • Chicago 39, Illinois



New officers and directors, left to right, seated: Lloyd Mathieson, director; Paul Williams, treasurer; Dick Powell, executive secretary; Harold Eigensee, president; Bill Ayers, board chairman; Bill Schaefer, vice-president. **Standing:** Directors Jack Leavitt, A. J. Emmanuel, Fred Christensen, Clifford Andrews, Arthur Greenberg, Floyd Howell, Roy Wigle, Paul Ericson, Henry Hartenbach and Bill Ingersoll

Biggest Rug Cleaners Convention

BIGGEST AND BEST convention ever held by the National Institute of Rug Cleaning adequately sums up the 1955 annual get-together held January 15-17 in New York City. A record-smashing registration of 1,055 rug cleaners, allied tradesmen and their wives at this tenth annual convention and exhibit doubled the previous attendance record.

The number of allied trades exhibits also surpassed previous conventions. Tremendous interest was shown by attendants from all parts of the country and Canada in the newest developments in equipment and supplies.

A feature of special interest, although it was not part of the official convention proceedings, was the two-part clinic held the day before the opening. A morning workshop session on rug care was aimed at editors of newspapers, magazines, radio and television. A repeat afternoon session was aimed at educators, carpet retailers, decorators, etc. Preceding question-and-answer periods were talks by R. L. "Bill" Ayers, Jr., NIRC board chairman; Frances Leavitt of John Leavitt, Inc., Hartford, Conn.; William J. Schaefer, NIRC vice-president; Paul Williams, NIRC treasurer, and Harold Eigensee, NIRC president.

The feature of each session was the official announcement of the new NIRC Seal of Cleanability program.

Inauguration of a market research program to develop a selling plan for rug cleaners was announced by M. Belmont Ver Standig at the opening convention session on January 15. Mr. Ver Standig, whose Washington, D. C., advertising agency will test

three pre-selected areas, plans to find out what customer attitudes are to professional rug cleaning. With these results, his agency will attempt to recommend selling plans for different types of areas.

A veritable style show of the new floor coverings on the market today was presented by Tom Bresnahan, home furnishings specialist of *McCall's* magazine. Assisted by a pair of attractive models, he showed and described nearly 50 new lines just introduced at the floor coverings markets.

Mr. Bresnahan urged all rug cleaners to lend their support to the carpet industry's new multimillion-dollar promotional campaign. The more carpet sold, he pointed out, the greater the rug cleaning volume. Also acting to stimulate the rug cleaning business, he said, are the vogue for lighter pastel shades and the replacement of some wool fabrics by synthetic and cotton fibers. All of these, he said, tend to show dirt faster than their predecessors and should open the doors to increased rug cleaning business.

Officers reelected

The next day's annual membership business meeting featured the election of officers for 1955 and the announcement of election of directors by previous mail ballot.

All current officers were reelected for another term. These include Bill Ayers, chairman of the board; Harold Eigensee, president; William Schaefer, vice-president, and Paul Williams, treasurer.

The new board of directors is composed of John Leavitt, Roy Wigle, Lloyd Mathieson, William Ingersoll, Clifford Andrews, L. H. Geovkalayjian, Arthur Greenberg, Henry Hartenbach, Fred Christensen, Paul Ericson, Floyd Howell, A. J. Emmanuel.

An innovation at the membership meeting was a combined annual report by President Eigensee and Executive Secretary Dick Powell. This was delivered in the form of projected color slides, aided by a running commentary from Mr. Eigensee. The slides and commentary included all the activities and projects carried out by the NIRC during 1954 and indicated plans brewing for the current year.

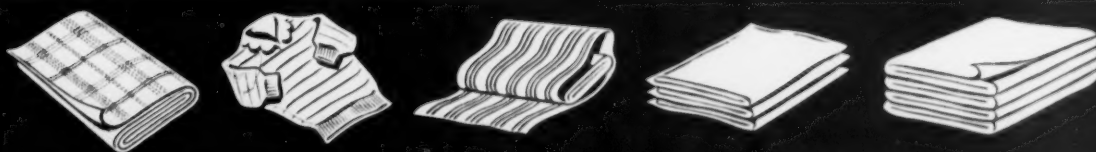
Research head honored

A surprise award made during this meeting was the presentation of a certificate for meritorious service to Colonel James W. Rice, NIRC director of research.

It was also announced by Lawrence Jeppson, NIRC director of public relations, that this year's National Rug Cleaning Month would be observed in April. In 1954, the first year the event was promoted, it was observed in May.

Elmer Wheeler, one of the greatest names in sales training, was the key speaker on that evening's program. An inspirational speaker de luxe, Mr. Wheeler offered a five-point program for more effective salesmanship.

Anyone following Mr. Wheeler on a speaking platform is at a disadvantage, but William Schaefer of Schaefer-



For Woolens . . for Synthetics . . for Colored Goods . . for Diapers . . for White Work in Institutions

For every tough specialty job—use safe, heavy-duty

ARCTIC SYNTEX HD

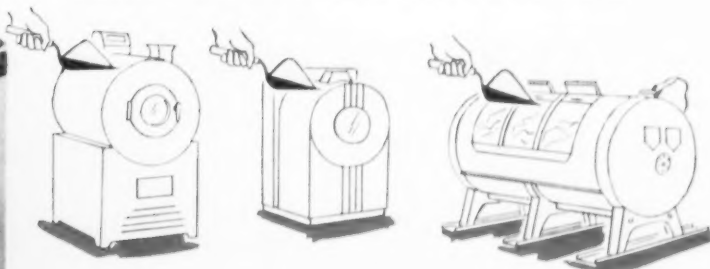
Using Colgate's ARCTIC SYNTEX HD is one sure way to satisfy even your most critical customers! This safe, easy-to-use detergent makes abundant suds—gets work REALLY CLEAN. It's especially effective

for washing woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. Try ARCTIC SYNTEX HD—you'll say it's the perfect detergent for those tough jobs!



ORDER TODAY!
In 110-lb. fibre drums
or 50-lb. paper bags!

NO MATTER WHAT EQUIPMENT YOU USE—ARCTIC SYNTEX HD GETS WORK CLEANER, BUILDS SATISFIED CUSTOMERS



Other C. P. Products for the Laundry Industry:

COLGATE FORMULA 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsability," quicker rinsing, cleaner finished work, lower soap consumption. Use direct to the wheel.

COLGATE LAUNDRY BRIGHTENER—Revolutionary new detergent aid! Guarantees whiter whites, brighter colors every wash!



FREE! New 1955 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Ask your C. P. representative for a copy, or write to our Industrial Department.

COLGATE-PALMOLIVE COMPANY

JERSEY CITY 2, N. J. • ATLANTA 5, GA. • CHICAGO 11, ILL.
KANSAS CITY 5, KANS. • BERKELEY 10, CALIF.

er's, Inc., Stamford, Conn., acquitted himself admirably. With the assistance of his son Bill, Jr., he showed and commented on a series of 3-D color slides. He uses the slides, taken of the equipment and work processes in his plant, at group meetings and in individual homes in his area to help sell rug cleaning.

Winding up this session were announcements of the winners of the sales promotion contests for NIRC members. This year's contests offered awards in different categories, as follows: television—Roth Rug Cleaners, Pittsburgh, Pa.; radio—Crown Laundry & Dry Cleaning Co., Indianapolis, Ind.; billboard—Schaefer's, Inc., Stamford, Conn.; direct mail—Woodard Rug Cleaners, Rock Hill, Mo. No awards were made this year for newspaper advertising.

The final day's meetings led off with an "idea session" in which several operators presented their favorite ideas for making the rug cleaner's life a little easier. George Bergmann of Washington, D. C., with the aid of a miniature working model, explained how his plant had a device on the conveyor ascending to the upstairs dryroom that prevented rug poles from falling back through the opening in the dryroom floor. By means of springs, the device immediately closes the slot in the floor as soon as the pole passes through.

T. C. Sperry of Dayton, Ohio, explained his firm's office-route form system, patterned after the systems used by many department stores.

Cecil E. Treadway of Chicago showed the battery-operated megaphone used by his firm during plant visitations. The device, which costs about \$50, is excellent in overcoming plant noise and makes it easier for the visitor to understand what is being described.

Mr. Treadway also reported that his firm had installed a steam spotting system similar to that which is commonly used in drycleaning plants. A 1½ hp. gas-driven boiler feeds steam to a spotting gun situated near the receiving end of his automatic scrubber and helps remove many stubborn stains. It also speeds up the action of chemical spotting agents.

NIRC Research Director Colonel Rice also exhibited a steam spotting device for plant or location use. Here, steam is built up in a pressure-cooker device over an electric heating unit. A steam gun and hose lead from a valve on top of the cooker.

Following the idea session, Colonel Rice conducted a novel spotting clinic. Four spotting tables were set up and the audience was divided into four parts. Colonel Rice supervised the session by giving instructions from the speaker's stand which were carried out by four assisting rug clean-

ers. The proper removal procedure for several different classes of troublesome spots was illustrated with the aid of professional spotting kits.

Another innovation was launched that afternoon when two concurrent seminars on rug cleaning plant practices were held in different rooms. One seminar was for automatic machine and/or pressurized washing operators, moderated by Harold Eigensee. This program included the following: *receiving and inspection*, Bernard Roth, Pittsburgh, Pa.; *washing*, Cecil E. Treadway, Chicago, Ill.; *drying*, Paul Tootikian, Cleveland, Ohio; *repair*, Ed Parrish, Baltimore, Md.; *final inspection and shipping*, Herb Beshar, New York City.

The other seminar—for rotary brush and/or pressurized washing operators—was emceed by Bill Ayers. His panel included: *receiving and inspection*, Earl Woodard, Rock Hill, Mo.; *washing*, James Keshishian, Washington, D. C.; *drying*, Roy Wigle, Mt. Vernon, N. Y.; *repairs*, Harris Paton, Elmira, N. Y.; *final inspection and shipping*, Gris Holman, Rutherford, N. J.

Although the annual banquet that evening brought the official convention activities to a close with resounding success, many delegates took advantage of three plant tours scheduled for the following day.

—Gerald Whitman

C.R.I. Holds 22nd Convention

"SEEING IS BELIEVING" was the theme of the annual gathering of the Canadian Research Institute of Launderers and Cleaners, held at the Cha-

teau Laurier, Ottawa, Canada, January 16-18. The meeting was attended by more than 225 enthusiastic delegates from coast to coast.

The Sunday-evening get-together opened with a buffet supper and was highlighted by a talk given by Dr. S. Machlis, president of Stamford



Officers, left to right, seated: E. W. Finlayson, secretary-treasurer and managing executive; W. J. Henning, Jr., Toronto, first vice-president; W. S. Richardson, Sherbrooke, P. Q., president; G. A. Proulx, Montreal, past president and director; Colin H. Bayley, technical advisor. Standing: E. R. Jarman, London, and G. B. Henning, Toronto, past presidents; directors R. J. Rivard, Windsor; R. A. Murray, Hamilton; G. K. Gage, Winnipeg; A. J. Cameron, Sydney, N. S.; D. D. Williamson, Brantford, Ont. (director at large); J. E. Hickey, Summerside, P. E. I.; W. Young, Halifax. **Not present:** Directors A. B. Christopher and Dr. C. L. von Hatten, Vancouver; L. Farmer, Edmonton; L. Smith, Calgary; M. S. Aarons, Saskatoon (past president); H. Lexier, Regina; C. Bruder, Winnipeg; W. H. Wilson, Fredericton, N. B.; A. W. Stone, Moncton, N. B.; W. Forsyth, Halifax; J. W. Fraser, St. John's.

Attention... Quick-service Laundries and Feeder Plants

Double your volume and double your profit by offering a complete laundry *AND* drycleaning service to your customers. And remember, no other drycleaning process offers you the big-profit, business-building features of the Detrex Two-Bath Process.

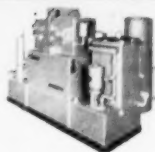
Yes, Detrex will build important new volume for you. Here's how it has worked for hundreds of Detrex operators. You build big volume among transients who need cleaning in a hurry, because Detrex enables you to give fast service at no extra cost. Then eye-catching Detrex quality invariably brings these same people back as regular customers . . . for laundry as well as drycleaning work.

Profit-wise, Detrex is the equipment to buy when you add drycleaning to your profit-making services. Detrex gives maximum profit per unit of cleaning by minimizing over-all cleaning and finishing costs. Detrex virtually eliminates wet cleaning and re-runs, reduces hand spotting to just the more stubborn cases. The result—more garments can be processed in less time and for less money. This adds up to higher profit anyway you look at it.

If you are interested in a more secure and more substantial business future, you'll want ALL the facts about the Detrex process. You can get them free by just filling out the coupon below or dropping us a card with your name and address.

a DETREX for Every Business

DETREX CORONET—bigger business future with low initial investment.



DETREX SYNTH-O-SAVER—gives extra profit by reducing solvent cost to rock-bottom.



DETREX AMBASSADOR—over 200 lbs. hourly capacity.



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make more profit...

DO BIGGER VOLUME

buy **DETREX**

Lack of Capital?

It is now possible to LEASE a Detrex Coronet or Detrex Two-Bath Coronet and Synth-O-Saver. See coupon below.

DETREX CORPORATION—Dept. M.3
Box 501, Detroit 32, Michigan

- ☐ Send me all the facts on how I can build bigger business and more profits with the Detrex Process.
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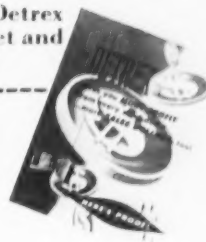
NAME _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____



Chemical Co. Under the title "There's Been Some Changes Made," he brought the delegates up-to-date on new trends in cleaning processes.

The busy Monday sessions were chaired by D. D. Williamson, director-at-large. Guest speaker A. F. Schuelke of Emery Industries, Inc., stressed the need for stronger selling in order to "Stay Alive in Fifty-Five." Industrial Engineer Donald E. Peters of Mercier Cleaners, Adrian, Mich., looked at the other side and introduced a lot of know-how on getting "More Production for Less Money."

Research presentation

A showing of 3-D equipment and other slides on the CRI laboratory

work was followed by an afternoon visit to the new headquarters building and to the Textiles Laboratory of the National Research Council.

Ottawa's inimitable Fraser Hillary presided at the banquet that followed the evening reception. Speaking on "Twin Industries' PR as I See It," Colonel W. G. Abel, Walsh Advertising Co., stressed the tremendous amount of potential business that could be obtained if women ever become fully conscious of the fact that a lot of household drudgery could be transferred to laundries at very little extra cost. A floor show and dancing wound up a memorable day.

Final-day activities included a film on "Protecting Your Profits" produced by Canadian Laundry Machinery Co.

Ltd. of Toronto. Talking on "Employer-Employee Relations," Roger Fousard of Model Cleaners, Saint Paul, Minn., held the meeting virtually spellbound while he dealt with the communication of ideas between management and labor.

After the annual general meeting, a panel discussion of "C.R.I. in Your Future" was conducted by Colin Bayley and Audrey Tweedie of the National Research Council and Ernie Finlayson, Helen Frost and Joyce Hutchinson of the Institute. Announcements were made of very tangible progress in cooperation with other organizations, particularly on publicity regarding serviceability and labeling.

"Quiz the Speaker" periods proved to be most helpful. □□

Mississippi Meeting Features Panel

FEATURED at the Mississippi Laundry and Cleaners Association annual convention, held in Meridian on December 4 and 5, was a panel with Ernie Heidersbach, R. R. Street & Co. Inc., William Mercer of the American Institute of Laundering's sales and advertising staff, and William Browne, director of public relations, National Institute of Drycleaning. Lee Ogle-tree, management consultant of Fort Worth, Tex., led the discussion on making a success of the laundry-drycleaning field.

According to the panel, the key to continued prosperity and goodwill in the community lies in practicing courtesy, efficiency and friendliness. One of the greatest problems of the plant-owner is internal friction. It was cited that a bad-tempered organization cannot do a convincing job of selling to

the public. Of prime importance, it was noted, is the need of making employees feel their importance to the business. This can be accomplished in part by delegating to them as much responsibility as possible.

Personnel relations discussed

Building proper employer-employee relations was shown to be as necessary to the growth of a business as directly building proper customer-employee relations. To create good feeling between management and personnel, the panel suggested keeping in mind such things as good pay, promotion, no overloading of work, and pleasant surroundings, each of which may contribute in the long run to better customer service.

Individual topics for the panel

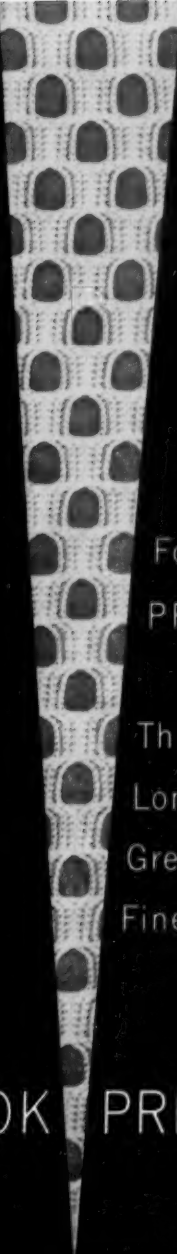
were: "Control, the Basic Principle of Modern Drycleaning," Mr. Heidersbach; "What They Don't Know Hurts You," Mr. Mercer, and "Public Relations in Action," Mr. Browne.

The association elected the following slate of officers for next year: Louis Pichetto, Vicksburg, president; F. E. McRae, De Kalb, first vice-president, and Ed May, Jackson, second vice-president. Gordon Marks of Jackson continues as executive secretary-treasurer. Fred Poitevent, Meridian, and Bernie Denham, Laurel, are new members on the board of directors.

Outgoing President J. H. Carter, Meridian, presided at the luncheon that closed the convention, where the 153 registered guests heard Bill Browne discuss the importance and results of advertising. □□



New officers of the Mississippi Laundry and Cleaners Association are: (left to right) Louis Pichetto, president; F. E. McRae, De Kalb, first vice-president; Ed May, Jackson, second vice-president; Gordon Marks, Jackson, executive secretary-treasurer; J. H. Carter, Meridian, outgoing president



For higher
PROFITS

Thru
Longest net life
Greatest wash load
Finest washing

FABLOK PREMIER NYLON NETS

- ★ LOCK-KNITTED . . . no run, no ravel
- ★ OVERSIZED . . . to compensate for shrinkage
- ★ HEAT-TREATED . . . makes nylon tougher
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See For Yourself Why So Many Laundries Prefer FABLOK. We'll be glad to send you a sample FABLOK Premier Nylon net FREE—and the name of your exclusive FABLOK distributor.

✱ Look for FABLOK at the National Institute
of Dry Cleaners Convention, Booth 650



FABLOK MILLS INC.

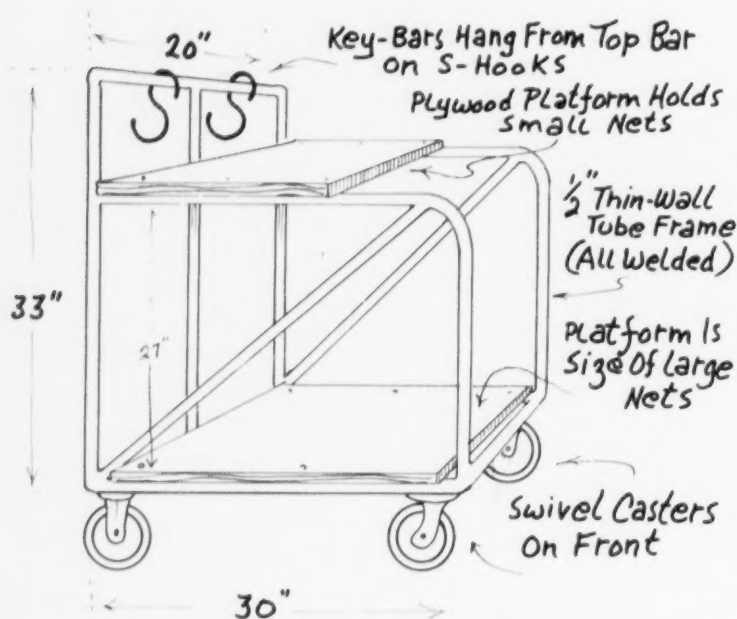
46 Cordier Street, Irvington, New Jersey

Rhapsody in Bellew

LAST WINTER a launderer complained to me at a convention that the brick fireplace in his home had got all discolored from smoke. Eager beaver that I am, for once I talked too much, I recall promising to see a friend who had solved the same problem and relay the information. The only trouble now is I've forgotten the name of the launderer who asked me about it in the first place. So, here's what I

found out (in case you read me, man).

Mix 1½ pounds of caustic soda with a gallon of hot water in a bucket. (Note: It has to be a galvanized bucket.) Use a scrub brush to apply the solution to the bricks, then rinse the bricks two or three times with clear water. (If you had a drycleaning department you'd have known what to do in the first place, I betcha.)



Cart for Nets

Some time back Bud Corbin, who owns the Troy Laundry in Des Moines, Iowa, showed me how he solved his problem of getting his nets and key-bars back to classification, without an expensive conveyor system across his big plant. He had his maintenance man make up a little cart tailored to fit the job.

The cart is made entirely of half-inch thin-walled conduit welded together, with two platforms to hold nets. The top platform is a 12-by-20-inch piece of light plywood on which are stacked the small nets. The lower platform is also made of plywood and is 30 by 20 inches for the larger nets. The crosspiece on the back of the cart is used for pushing, and also serves as a hanging place for the

key-bars. The key-bars hang on big S-hooks which hang over the crosspiece. Four big rubber-tired casters on the bottom, with the front two of the swivel type, make it easy to move about the plant. Much handier, it would seem, than similar carts which most maintenance men think should be sturdy enough to carry the company safe. These at Troy are very light in weight but they are surprisingly strong, too.

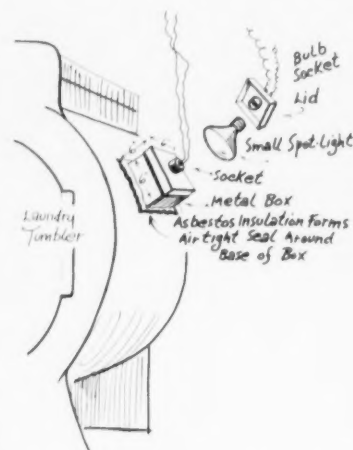
Light in Tumblers

Bob Chapman, at Chapman's Laundry in Hammond, Indiana, has a new twist to how to get enough light into his laundry tumblers so the girls

won't miss the small pieces when they are unloading. They have cut a hole into the side wall of each tumbler so spotlights can shine inside it while the girls are removing the load. The small spotlights are like those used in show windows. Seems to me they're about 4 inches wide across the flat part of the bulb.

The holes in the tumbler are about a third of the way down the right side so the lights will shine through the holes in the cylinder, into the bottom of the machine at an angle, and are just slightly larger than the business end of the bulb itself. The bulb sticks into the hole very slightly, and is held in place by a metal box cut to fit the curve of the tumbler housing and welded in place. Asbestos insulation has been packed around the base to make it air-tight.

The lid of the box has a bulb



socket fitted into it to hold the bulb in position, and to make it a simple procedure to replace burned-out bulbs. If I remember correctly there is even a switch for the light so it is turned on when the tumbler door is opened.

Button Locator

Are lost buttons plaguing you in the drycleaning department? This particular idea might have a place in your scheme of things. It's particularly good if you have many storage coats that may be in your plant six months

laugh 'n learn



The big pitch has no place in the laundry. Beautifully finished shirts won't stay that way unless they are folded, stacked and wrapped with loving care.

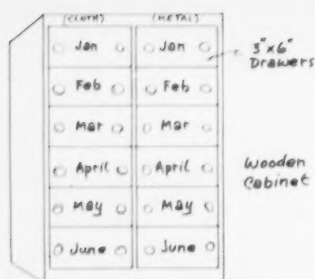
The best laundries use Satinette Starch exclusively to improve finishing, increase production, eliminate waste. Do your part by making every shirt something to be proud of.

Your Keever Sales-Service Man can show you how.

THE KEEVER STARCH CO., Columbus 15, Ohio
Corn, wheat and other grain products for industry since 1898



Reprints of this ad are available from your Keever Jobber.



before the lost button is discovered by you or the customer.

The cleaning department at Chapman's Laundry has two small cabinets with 24 small button drawers—two drawers for each month of the year, one labeled "cloth buttons," the other "metal buttons." Every button found around the drycleaning department is placed in one or the other of the two drawers for that month. In most cases if a button from a customer's garment has been lost in the plant, it can be found with little search . . . or matched from the overflow. Even lost buttons of garments stored six months are usually found.

Now if someone can only devise a use or a market for the great gobs of buttons that are left over every year from cleaning departments . . . let us know.

Water-Softener Alert

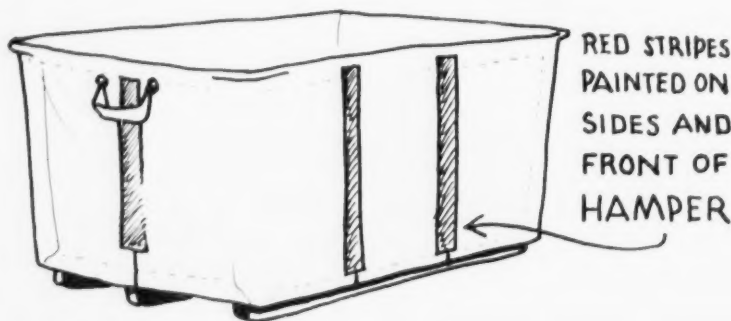
Bob Chapman showed me something I hadn't noticed in laundries before. It's so good it's probably common practice in all large plants, but perhaps the smaller plants can profit from the idea. I've been in several plants that operate with a single water softener, and have seen the hair fly when the water got hard through someone's negligence.

At Chapman's the header from the water softener is fitted with a small water meter, the face of which is marked off in 25,000-gallon intervals

up to 500,000 gallons, with a large hand to indicate the amount of water used. I've forgotten the capacity of the softener in this instance, but say it's 300,000 gallons. The usual thing would be to set the pointer at 300,000 on the meter after the overnight regeneration cycle, then as the indicator approached 0 it would serve to warn the engineer of the approaching need for regenerating the softener.

In this case the daily consumption of soft water has been figured to be

25,000 gallons, so the indicator hand is set to hit 0 when just 275,000 gallons have been used. When the hand reaches 0 it makes an electrical contact on the top of the dial and sets off a doorbell buzzer to notify the engineer. Even if the warning buzzer sounds in the early morning, the plant is assured of sufficient soft water for the day's business. That night the softener gets regenerated and is all set for the next day. No running out of soft water in this plant.



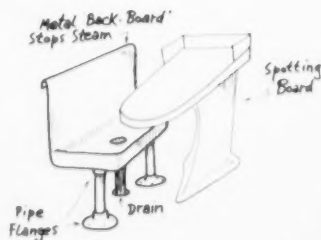
Labeled Hampers

A lot of big plants with both laundry and drycleaning departments have something of a problem in getting the help to use certain baskets and hampers for drycleaning only and others for laundry work only. This was the case at Chapman's until they painted bright red stripes on the sides and fronts of the drycleaning hampers and baskets. In addition, for the sake of their records, they lettered each basket with an "L" or a "D" followed by the basket number. "L" showed it to be a laundry department basket or hamper, and "D" showed it was drycleaning property.

To Get Off the Ice

Remember last year when I mentioned carrying chick-grit as an aid to getting away from an icy parking

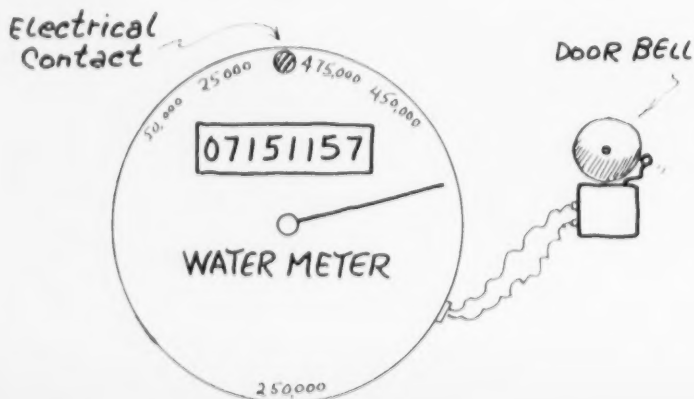
place with your car? Well, I've already had five occasions this year for being glad I carried it! I carry it in an old gallon tin can that used to hold turpentine. Don't ask me to get technical on what chick-grit is. All I know is you ask your local feed and seed dealer for it. Must be roughage for little chicks. It's finely ground granite, if someone isn't pulling my leg. It's superior to rock salt for the purpose, since it doesn't draw moisture, and it isn't messy to carry in your car trunk.



Dry Spotting-Board Floor

Never saw this idea before, but it sure keeps a wooden floor dry around a spotting board. This plant had a lightweight metal backboard to stop the spray from the spotter's spray gun. It was supported by short pieces of pipe held to the floor and the bottom of the affair with pipe flanges.

I drew in a drain pipe through the floor which I can't swear it was actually fitted with, but if there was that much water to contend with, I knew it had to go some place. □□





Check the looks!



Try the comfort!

Then, to get the most for your money

LOOK UNDER THE HOOD!

A revolution in truck power
is taking place . . . sparked by
the Ford Short-Stroke V-8!

When a new type of engine prolongs piston ring life as much as 53% . . . gives gas savings of up to 1 gallon in 7 . . . cuts engine friction as much as 33% to liberate more *usable hauling power*, you know it's bound to go over big with economy-minded truck users.



A new **MONEY MAKER** for launderers and cleaners—the '55 Ford F-100, 8-ft. Panel! This roomy beauty with increased payloads to 1,553 lbs., is powered by the new Short-Stroke 132-h.p. *Power King* V-8 or the new Short-Stroke 118-h.p. *Cost Clipper* Six. Big 155.8-cu. ft. loadspace. New softer ride!

Ice, Sleet, Snow—SLOW!



Small wonder, then, that the truck industry is now investing millions of dollars *under the hood* . . . in a revolutionary switch to Short-Stroke V-8's.

But Ford, pioneer in V-8 truck power, made the switch over three years ago. And right *now*, you'll find a *proven*, modern Short-Stroke engine under the hood of every Ford Truck. Only Ford offers a full line of Short-Stroke engines . . . four V-8's and a Six.

Make sure your next truck is a modern Money Maker. Look *under the hood*! Look for a modern Short-Stroke engine with a "stroke" as short as, or shorter than its "bore." And remember, you get the full advantages of Short-Stroke design *today* in any Ford Truck you choose.

Call your Ford Dealer or write: Ford Division, Ford Motor Co., Dept. T-31, Box 658, Dearborn, Mich.

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Triple Economy

TRUCKS

THE MONEY MAKERS
FOR '55

Are You Fully Insured?

By MAX K. DOEHLER, JR.

Part II. Factors in compulsory liability and miscellaneous types

ALL THE FORTY-EIGHT STATES have laws that make it necessary for a covered employer to provide benefits to injured workmen in the event they suffer accidental injuries. In most states, also, the laws cover occupational diseases arising in the course of the employee's occupation.

Generally these laws give the employer an option to satisfy the requirement by either carrying insurance, posting a surety bond, cash, or qualifying as a self-insurer. Insurance is carried by most laundries and dry-cleaners. In some states you may elect to come under the law. This you should do in order to limit your liability to that specified in the law of your state if you don't automatically come under the act.

Workmen's Compensation

1. **Occupational disease:** If you are in a state in which occupational diseases do not automatically come within the scope of the law then you can elect to bring such coverage within the liability section of your Workmen's Compensation Policy.
2. **Longshoremen's liability:** If your driver-salesmen deliver and pick up aboard ship, coverage under the Longshoremen's and Harbor Workers' Compensation Act can be added.
3. **Extra medical:** Most Workmen's Compensation Laws limit the amount of medical payment that is available for an injured employee. Many employers prefer to go beyond this statutory requirement and provide extra legal medical coverage up to as much as \$10,000 per accident.
4. **Waiver subrogation right:** Should you sign a hold-harmless agreement be sure to tell your insurance company. If you don't, you may be called upon to pay your own loss where your insurance carrier settles with your employee and then takes its subrogation rights against the wrongdoer only to find you have waived this right without the company's consent.

Cost reduction factors

1. **Independent contractors:** If you employ contractors or subcontractors most Workmen's Compensation laws make you responsible for injuries suffered by the employees of said contractors unless they carry their own insurance, and you receive a certificate to that effect.

2. **Loss and expense constants:** If you pay more than \$500 a year for your Workmen's Compensation Insurance the charge for the loss and expense constant should be eliminated. Check your final premium billing to make sure that this charge isn't included.

3. **Overtime and maximum pay:** If you keep your payroll records properly there is no charge for the overtime portion of your payroll and there is a weekly limit of \$100 for any one person.

4. **Premiums over \$1,000:** If your premium exceeds \$1,000 a year you have several options that will enable you to reduce your final cost, such as the premium discount plan or retrospective plans A, B, C or D. The plan selected should be based on your past loss experience and your interest and efforts to control losses through safety measures installed by you and your insurance company.

5. **Experience rating plans:** Last but not least is the experience rating plan which applies to laundries and dry-cleaning plants in most states that pay from \$300 to \$500 in premium per year. Experience rating offers an opportunity to lower your insurance cost substantially if you do a good job in loss prevention, or it will increase the cost if you are lax in employee selection, training and plant safety practices.

6. **Loss prevention:** This brings us to the subject of loss prevention. Each

year I see thousands of dollars go down the drainpipe due to accidents that could have been prevented if proper safety and employment measures had been taken.

For example, in Texas a new employee was cleaning the floors. He used a mixture of gasoline and water. The gas fumes were ignited by a hot-water heater. The resulting fire and explosion caused the death of the employee. It cost \$7,087.

An employee in Springfield, Illinois, walked into an open unguarded elevator shaft. He suffered bad back injuries. The final cost of this claim is not yet determined as the employee has not returned to work.

Some plants have missed an opportunity to save on this item because they were unable to keep good employees, since wages weren't competitive with what other industries in the area paid. Also, there has been a considerable lack of interest in safety engineering work.

Even if your plant is too small to qualify for experience rating, safety measures should be taken because basic rates are determined by the loss experience of your industry in a given state. The National Safety Council tells us the highest accident record occurs in plants employing less than 25 people. **Proper employee selection and training is important if you wish to eliminate the accident-prone employee** before he gets on your payroll, and wish to reduce costly turnover.

It's said 88 percent of all accidents are due to human failure. You can appreciate how important good personnel selection is to you.

7. **Premium payment plans:** If your yearly premium is large enough it is possible to pay it in monthly, quarterly or semi-annual installments at no added cost.

Automobile insurance

1. **Financial responsibility laws:** All the forty-eight states have financial responsibility laws requiring those who drive or for whom automobiles are operated to pay damages caused by such operation. Therefore, Automobile Liability Insurance is semi-

SAVE

\$70-\$80-\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This **IS THE BACKBONE** of Mechanized Flatwork



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

1234 Central Ave. N.E.
Minneapolis 13, Minn.

compulsory, although a businessman can use other means of complying with such laws.

2. Typical loss examples: In Kansas City an 11-year-old girl was awarded a judgment of \$145,000. Her injuries happened in an automobile accident involving a truck and passenger car.

In Pennsylvania the secretary-treasurer of a laundry was driving a panel truck through an alley when a 6-year-old boy ran into the left front fender. The boy's right leg was crushed and complications set in requiring multiple operations and skin grafts. The boy will always have to wear a brace on his leg, and it may have to be amputated at a later date. This accident cost \$37,154.

In Kansas there was a head-on collision when the 23-year-old driver of a truck reached over to pick up a money bag that had fallen to the floor, lost control and crashed head-on into a car coming from the other direction. Two people were injured very seriously. The cost was \$18,000.

An Arkansas driver was permitted to take his truck home each night. One Saturday on the way home he had a collision on the wrong side of the highway. The result was one killed, five injured. The cost to get out of this mess was \$28,000.

In southern Texas the 21-year-old driver of a truck made a left turn across a major U. S. highway to serve a stop on the opposite side of the road. Two men on a motorcycle were attempting to pass the vehicle at the time the driver turned and were seriously injured. The claimants said they could see no signal because the truck body was too wide. Suit for \$60,000 is pending.

3. Complete liability protection needed: In view of the above, I don't believe there is any question but that automobile liability insurance meets

our test of the large-loss theory in determining necessary forms of insurance to carry.

Automobile liability insurance should apply not only to the vehicles you own but any that you may hire as well as any non-owned vehicles that your employees might use in furthering your business interests. The advantages of carrying the comprehensive automobile liability form of insurance are many in that it gives you automatic insurance against almost any liability exposure you might have due to the operation of such vehicles in your business.

4. Loss to your own equipment: In addition to liability for personal injuries and damage to the other fellow's property you will, of course, want to protect your own property against loss and destruction. Most laundries and drycleaners insure against all risks of loss or damage. Collision or upset is usually insured on a \$50 or \$100 deductible plan for trucks and \$50 deductible on passenger cars.

5. How to reduce the cost: There are many things you can do to reduce the cost of your automobile insurance. A few of them are listed below:

a. *Fleet and experience rating:* If you have more than five vehicles you can generally obtain a fleet credit. If your loss experience is below average, additional credits can be enjoyed. Safety can pay off in many ways besides reducing your automobile insurance cost.

No one has ever made any money out of an automobile accident. Many authorities estimate that for every dollar of insurance money collected there are hidden costs of as much as \$4 that the plantowner has to pay out of his own pocket.

A Nebraska driver was involved in a serious intersection collision. When our claims attorney investigated the

driver's record he found he had been arrested 24 times in seven years. Such a driver should never have been allowed to get behind the wheel of a truck and now the employer is paying an increased rate on his automobile insurance because proper employment selection procedures were not used.

b. *Deductible property damage:* Local delivery usually involves minor property damage claims. Some laundries prefer to handle such losses themselves and buy automobile property damage insurance on a \$50 deductible basis. This results in a 30 percent credit in rate.

c. *Advertising trucks' special rate:* Basically laundry and drycleaning trucks are rated as Class 4 for liability insurance. A vehicle used as an advertising truck and not used for delivery purposes, with a load capacity of 1,500 pounds or under, is rated Class 6 resulting in a savings in cost.

d. *Easy payment plan:* In most states there are convenient premium payment plans available without a finance charge, such as the following:

Monthly Premium Payment Plan	Requires a deposit of 19 percent of the annual premium or at least \$200 with the balance paid in monthly installments.
Quarterly Premium Payment Plan	Requires down payment of 35 percent or a minimum of \$200 and the balance payable quarterly.
Semi-Annual Premium Payment Plan	Requires down payment of 60 percent or a minimum of \$200 and the balance payable at the end of the first six months of coverage.

Automobile insurance is probably more universally carried than any other protection, but there are opportunities to reduce the cost or improve your protection. It pays to review your automobile insurance in the light of

LAUNDRY BUSINESS TRENDS

New York

Dec. 4—3.0% less than last year
Dec. 11—1.2% less than last year
Dec. 18—2.2% less than last year
Dec. 25—5.6% more than last year

M. R. Weiser & Co., New York

New Jersey

Dec. 4—0.6% more than last year
Dec. 11—0.6% more than last year
Dec. 18—1.6% less than last year
Dec. 25—2.9% less than last year

M. R. Weiser & Co., New York

New England

Dec. 4—1.6% less than last year
Dec. 11—1.4% less than last year
Dec. 18—3.6% less than last year
Dec. 25—3.5% more than last year

Carruthers & Co., Boston

Southeast

Dec.—2.0% more than last year

J. R. Wilson & Co., Atlanta

**EASTERN
CYCLONE**

Lint Collecting Systems

ELIMINATE "DOWN" TIME

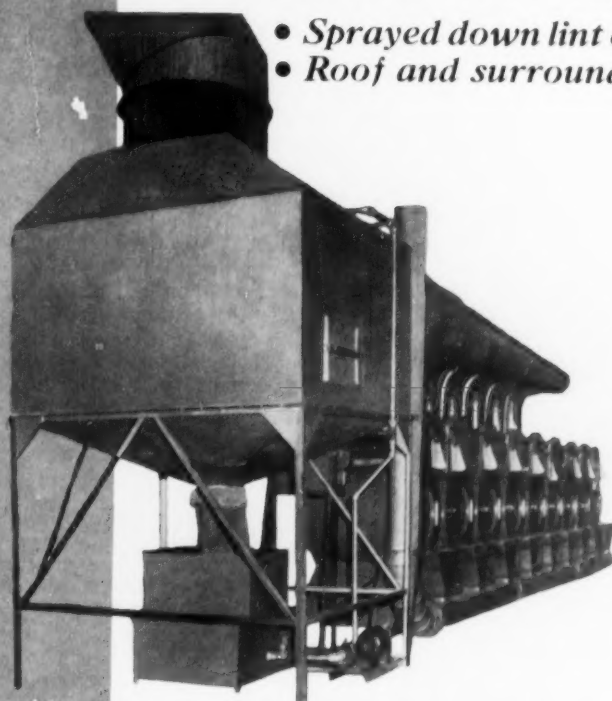
- *Lint collected in one self-cleaning trap*
- *Lint disposal handled by one man in minutes*

INCREASE TUMBLER EFFICIENCY

- *Back pressure in tumblers is eliminated*
- *Drying time reduced 20% or more*

ELIMINATE FIRE HAZARD

- *Sprayed down lint cannot burn or fly around plant*
- *Roof and surrounding areas remain lint free*



**No other lint-collecting system
like it on the market today.**

For complete information, write:

"Down time" is no longer a production problem because the lint from all the tumblers is collected in a self-cleaning receptacle and disposed of by one man in minutes WITHOUT shutting down the tumblers.

No individual lint screens are used. Lint collector maintains zero pressure in exhaust lines, thereby increasing tumbler efficiency 20% or more. Production is increased—operating costs are reduced.

Eastern Cyclone lint collecting systems employ a spray system that makes sure lint will not fly around or collect on the roof or surrounding area.

EASTERN CYCLONE

COMPLETE PLANT ENGINEERING SERVICE

876 Van Houten Ave.,

Clifton, New Jersey

MANUFACTURERS OF

CIRCULATING SOAP SYSTEMS—ELECTRONIC COUNTERS FOR SMALL PIECES—
WASHING MACHINE LOADING HOPPERS—LINT TRAPPING SYSTEMS.



"...each of our Bunn Machines tie packages... up to 30 a minute,"

says Richard VanBeek, Vice President,
MONARCH LAUNDRY, Chicago

"As the operator receives a box or bundle, she just places it on the machine and steps on the treadle. In less than 2 seconds, it is securely tied—with just the right amount of twine," says Mr. Van Beek.

Bunn Tying Machines adjust automatically to any size or shape box or bundle... tie every one with slip-proof knot and correct, uniform tension.

Simple, effortless operation cuts down labor turnover... steps up production... eliminates bottlenecks and overtime. Anyone can operate without training... with a Bunn Machine one untrained operator can do as much as 5 to 10 experienced hand tyers.

BUNN

B. H. BUNN Co., Dept. SL-25
7605 Vincennes Ave.
Chicago 20, Ill.

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. SL-25

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name

Company

Address

City Zone State

these facts each time the protection is renewed.

General liability insurance

1. **Plant liability insurance:** Most of you have members of the public in or around your premises including receiving stations. You have advertising signs or towel machines out in your trade area which can injure someone or their property. For example, in Pennsylvania, suit for \$25,000 was filed when a woman suffered a fall caused when a driver-salesman opened a sidewalk elevator door without checking to see if anyone was walking across it.

2. **Elevator liability:** Many plants have elevators. These should be specifically included in liability insurance for they are always a potential hazard. For instance, a plant in Fort Smith, Arkansas, was giving away reflector devices to be used on bicycles. One noon two children strayed into the plant, looked into the elevator shaft at the time the elevator was descending. One of them suffered a broken neck. Without elevator liability this could have cost the plantowner his profit on several thousand bundles.

3. **Contractual liability:** Ordinary liability insurance contracts cover only the liability imposed by law and specifically exclude liability of others assumed under contract. Therefore, if you have assumed any such liability it must specifically be set out in your insurance contract or there is no protection.

4. **Products liability:** Claims have been presented against laundries for injuries arising out of the use of finished laundry, drycleaning or the container used for delivery of customers' property. Most large plants carry products liability to cover such a loss.

5. **Comprehensive general liability:** Several specific types of liability insurance have been named, such as plant liability, elevator liability, and contractual liability and products. The modern way to buy this protection is to put all your liability insurance under a single contract known as the comprehensive general liability policy.

6. **Adequate limits needed:** Adjust the limits of liability to those that are reasonable and in line with judgments being given in the territory in which you operate. To determine what limits you should carry I suggest they reflect the financial position of your firm. The minimum limits of liability for any plant should not be below \$10,000 per person, \$20,000 per accident, and at least \$5,000 property damage.

The other day an employee was

burning trash behind the plant. Fire spread to a neighboring building causing a loss of \$3,000. Most plants carry \$1,000 property damage. Claims such as this show how the standard limit of \$1,000 is insufficient because serious losses do happen to the property of others.

7. **Free added interests protection:** If your policies do not cover free of charge the liability of executives, directors and stockholders, then you should request your insurance company to give you this free protection. In many small businesses sometimes the executives, directors and stockholders have more money than the business itself and should not be exposed to a loss, especially when they can be protected without premium charge.

8. **Overtime pay:** If you have been paying overtime, such overtime payroll is not subject to premium charge. Also, the maximum weekly wage for any one employee shall not exceed \$100 per week. Check your premium adjustment reports. Make sure you are not paying premium on payroll in excess of \$100 per week for any one employee for overtime payroll.

9. **Chauffeurs' payroll excluded:** The payroll of chauffeurs is not subject to premium charge under manufacturers and contractors public liability. The reason for excluding it is because their main exposure to loss is through operation of your vehicles and therefore covered by automobile liability insurance. Again I suggest you check your final premium to make sure you are not being charged on the chauffeurs' payroll under your plant liability insurance.

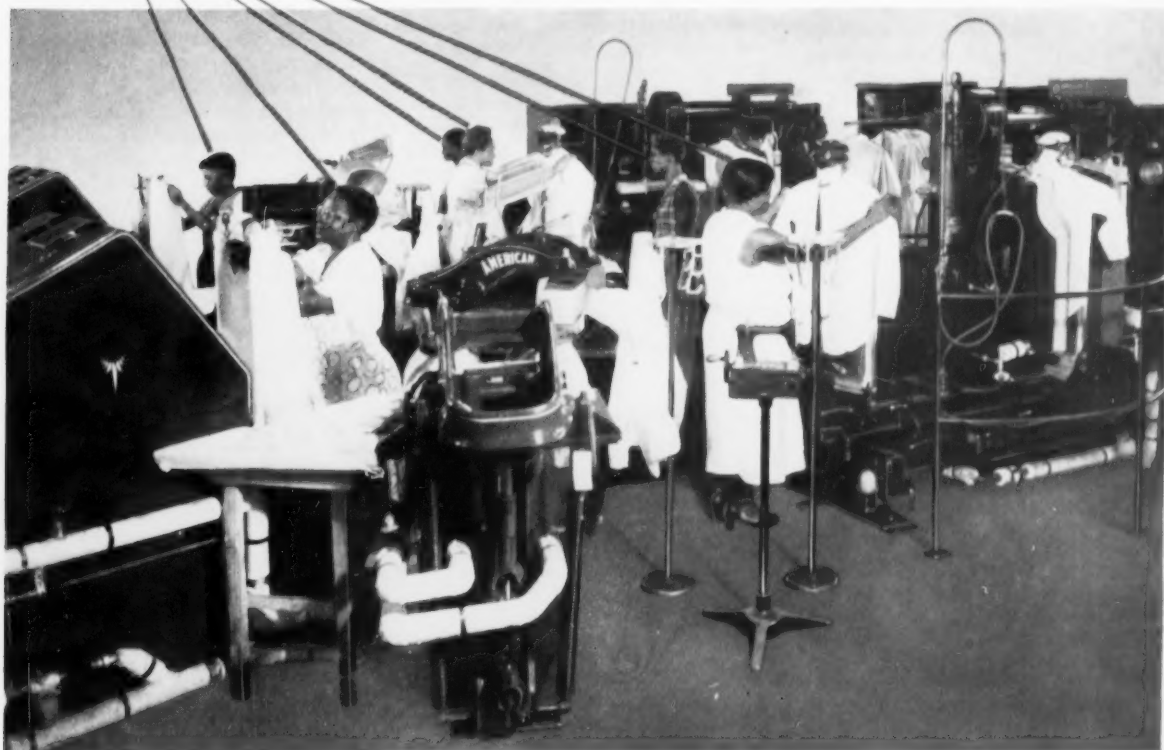
10. **Schedule and experience rating plans:** You can secure an experience credit if your losses have been less than those expected for a business such as yours providing your plant premium is large enough to qualify. Furthermore, there are certain schedule rating plans that give credit for excellent maintenance, safety engineering programs and similar items within your control that reflect a better than average risk as far as liability insurance is concerned.

11. **Miscellaneous:** Last but not least, if you have elevators in your premises and the total rise is less than 25 feet, such an elevator is rated a one-story elevator instead of the ordinary freight elevator. This will save a few dollars elevator insurance cost.

Miscellaneous forms of insurance

The major types of insurance carried by most laundries and dryclean-

6 operators do the work of 10—with less equipment



Two 3-operator American Formatic Shirt Units up production, and profits, at Fulton Laundry, Baltimore, Md.

...at Baltimore's modernized Fulton Laundry

Laundry success is keyed to production efficiencies, quality work! The Fulton Laundry of Baltimore, Md., got both when they replaced three shirt units (of another make) with two 3-operator American Formatic Shirt Units—and they now have 4 less operators in their shirt department. Two weeks after installation, Fulton's production soared to 140 shirts per unit per hour.

Your shirt quality and customer satisfaction will hit a new high with the high-speed Formatic Unit. The *Formatic Sleeve Finisher* measures sleeve length for finest quality ironing. Two *Super-Zarmo Presses* iron cuffs and collars to housewife's approval. The *Formatic Press* form-finishes front, body and yoke in one swift operation. And the *Formatic Folder* gives finished shirts real customer appeal.

We'd like to show you our motion picture showing how the 3-Operator Formatic Unit produces 150 shirts an hour. Call in your American Representative, or write us direct.



You
can
depend
on

your American Representative. Rely on his advice in your selection from the complete American Line of equipment. Backed by our 87 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance any time... no obligation.

► World's Largest, Most Complete Line

of Laundry and Dry Cleaning Equipment

American

The American Laundry Machinery Company, Cincinnati 12, Ohio

ers have been discussed. You may find the following forms are needed for your plant and a wise investment.

Crime insurance

1. **Burglary and robbery:** All you have to do is pick up the daily newspaper to learn how much money is lost due to burglarizing safes, breaking into premises or robbing a messenger on his way to the bank with the daily receipts. Often driver-salesmen are held up on the route and relieved of the money they have collected.

Crime insurance is not expensive. It could easily meet the test of carry-

ing insurance against losses large enough to seriously affect your financial position should the loss occur without insurance. Usually the cost of a burglarproof safe can be paid out of the savings in insurance cost compared to using a fireproof safe over a period of from three to five years. After that there would be a substantial yearly savings on your safe burglary insurance.

2. **Dishonesty insurance:** In addition to crime from the outside we are faced with the employee who through his dishonesty robs his employer ragged. Thus fidelity insurance is a must where your employees have an opportunity

to take substantial sums of money out of the cash drawer over long periods of time.

3. **Check forgery insurance:** Forgery rings are particularly active. Some have been known to drain out the entire bank balance of responsible firms.

Have your insurance man study the exposures you have to losses from crime. A proper program can be developed under the new comprehensive forms of insurance that have been created during recent years to cover crime hazards.

All forms of crime insurance can be purchased on a three-year basis. This will cut the cost by 16½ percent.

Boiler and machinery insurance

Most plants use steam boilers so have need for boiler insurance. They use electric motors and other items of machinery. Machinery breakdown insurance should be considered, as well as boiler insurance. It is not possible to cover all the various ramifications of this type of coverage, so ask your insurance man to study this problem and make his recommendations. Remember that hot-water heaters are covered by your fire insurance company if the extended coverage endorsement is a part of your building and contents policy.

Plate-glass insurance

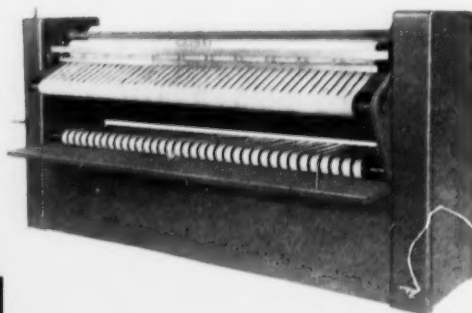
Many laundries and drycleaning plants occupy leased buildings. It has been the practice of landlords to require a lessee to carry plate-glass insurance or pay for plate-glass breakage. This is a type of insurance that might be classified in the luxury field of insurance. It is a matter of whether you think the glass replacement service offered by an insurance company is worth the premium. I am sure no plantowner would be put out of business if he suffered the breakage of all his plate glass without insurance protection.

Employee benefits insurance

I understand the rate of turnover in the industry has been extremely high since World War II ended. Some laundries and drycleaners are finding it necessary to develop various employee benefit types of insurance in order to compete in the labor market. These so-called fringe benefits include group life, accident and dismemberment, disability, hospital, medical, surgical care and polio.

The firms with whom you compete for labor offer such programs as one of their employee benefits to attract and hold better employees. There are a few who are setting up retirement plans for those who grow too

Money-Making Flatwork Ironing With



3-D IRONERS

See the Gasway
3-D Ironer
in operation
at the
N.I.D. Convention
Navy Pier, Chicago
March 4-6
Booth 126

The new Gasway 3-D line gets the work out faster . . . far outperforms any other ironer that compares in price . . . takes less floor space . . . produces more at lower cost. And new "Hand Ironing Action" finishes work wrinkle-free, with a fine sheen, uniformly dry and square—quality work never before possible with a production ironer.

You can produce more with a Gasway 3-D, because it has more ironing surface, more heating capacity. Precise, fast-acting micro-meter heat control. Widths 60" to 110". Output up to 1600 lbs. per 8 hours. Gas-fired or steam-heated.

Ask your jobber about the new profit-making Gasway 3-D line. Or write for new Bulletin 127.



6461 N. RAVENSWOOD AVE. • CHICAGO 26, ILL.

WHITER WHITES

WITH BUILT SOAP

LEVER FORMULA 770 simplifies high temperature washing. Because it's made from a coconut oil blend, it gives better emulsification of dirt and grime. It's built with a perfect balance of alkalies. A trouble-free optical brightener, "Solium," gives extra whiteness. A water softener counteracts hardness. Suds are heavy and full-bodied.

Lever Formula 770 is not just a *mechanical* mixture. All ingredients are hollow-blown into small, homogeneous, free-flowing beads which may be added dry to the wheel or used with additional builders to meet local conditions.

WITH PURE SOAP

LEVER SPUNN DIAMOND 88% FLAKES dissolve instantly, producing heavy, full-bodied suds for the high temperature washing of cottons and linens. This pure soap appeals especially to laundrers who build their own before adding to the wheel. If preferred, Spunn Diamond Flakes may also be added dry to the wheel.

LEVER SPUNN DIAMOND 92% POWDER — more concentrated than the flakes — this easy-to-handle powder can be added dry to the wheel, or used in combination with builders.

WRITE FOR SAMPLES OF THESE

LEVER SOAPS

Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.

Other Industrial Service Offices: Chicago • Atlanta • Los Angeles

old to carry on their former duties so they won't have to become public charity cases. Such programs may supplement social security benefits.

You are familiar with the two government types of insurance, unemployment insurance and social security. You contribute to the cost of both these items. Do your employees know this?

Business life

If you operate as a partnership you may wish to set up a business life program tied into a life insurance trust. The purpose of such an arrangement is to provide funds with which to buy the deceased partner's interest from his estate under a prearranged agreement.

Title insurance

If you acquire property for plant purposes save yourself against loss

due to title defects. Title insurance is cheap and only has to be purchased once.

Bailees' customers goods or bundle protection

Many years ago the laundry industry developed "bundle insurance" because it recognized a need for insurance on customers' property which would apply regardless of legal liability. This is universally carried by most laundries and drycleaners and is known as bailees' customers goods insurance.

At the time this protection was first developed few of your customers carried insurance that would protect their property while outside of their homes. Today, however, the situation is quite different. For example, the standard fire insurance policy now extends up to 10 percent of the amount of insurance on the contents of a

home to cover while outside the residence, including protection while such property is in the hands of laundries or drycleaners. The personal property floater likewise extends all risk protection on such property.

Most plants have felt that this type of protection is a necessity. However, in view of the fact that so many of your customers now have their own insurance, it might be time for the industry to reappraise this protection and cover merely "legal liability" as do most other "bailees" outside of your industry.

This might mean a substantial reduction in cost if enough of the laundry-drycleaning industry were interested in buying protection on this basis. □□

To be concluded next month

SUNSET DYTINT

**The finest and best all-fabric dye
for all laundry washers**

**NOW IN BULK
TO GIVE YOU MORE PROFIT!**

**Ready
to use**

65¢ to 97¢ per lb.

**Nothing
to add**

Ask your jobber or send direct for order card giving colors, quantities, prices.

Saves you more than 40% over packaged dyes

Gives Professional-type results on ALL fabrics

Highest rated!

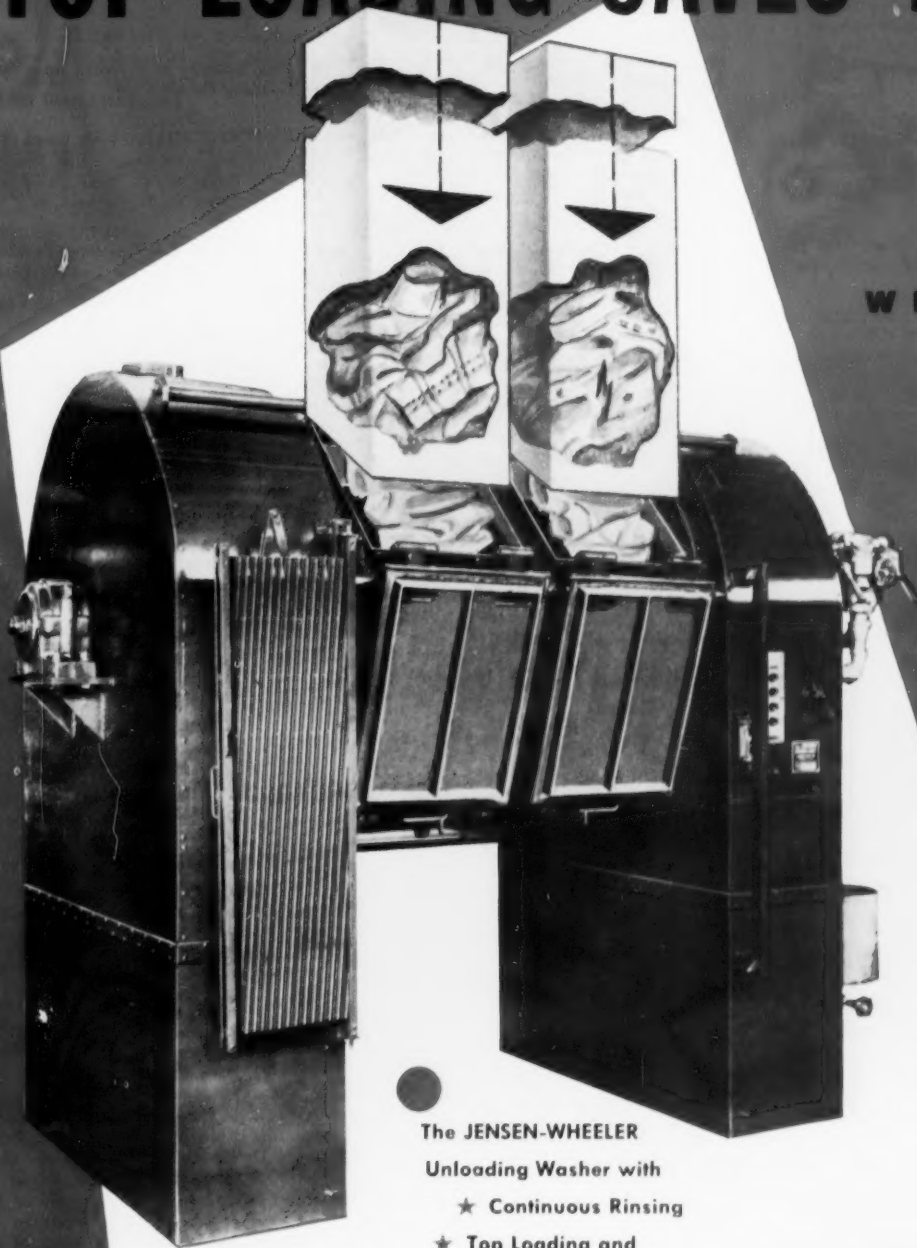
Laboratory pre-tested!

Sunset Dytint Division

NORTH AMERICAN DYE CORPORATION, Danbury, Conn.

International Dye Specialists for Over 38 Years

TOP LOADING SAVES TIME



THE
JENSEN
WHEELER

**UNLOADING
WASHER**

CAN BE LOADED FROM
THE TOP THROUGH MOST
STANDARD CHUTES OR
FROM HOPPERS OR COL-
LECTORS BUILT FOR THE
PURPOSE

The JENSEN-WHEELER
Unloading Washer with

- ★ Continuous Rinsing
- ★ Top Loading and
- ★ Drop Unloading into
Extractor Baskets

Actually Adds Up to
CONTINUOUS WASHING!

Size of washer—54" x 72"

JENSEN

MANUFACTURING COMPANY

PALMYRA, NEW JERSEY

WRITE FOR FULL INFORMATION

Laundry News Notes



OROVILLE, WASH.—Jack and Jean McEachron recently held open house to

celebrate the opening of J. and J. Laundromat.

GILLETTE, WYO.—J. A. Tyrrell has purchased Hi-Way Laundry from Mrs. Agatha Sherard.

GOODING, IDAHO—Fergus Briggs, president of National Laundry Co., Pocatello, discussed the laundry and dry-

cleaning industry at a recent meeting of the Gooding Rotary Club.

REXBURG, IDAHO—Mr. and Mrs. Ray George, owners of the Rexburg Laundry, have moved their business to a new building on N. Second, W.

ELMA, WASH.—The new Parkhurst Laundromat, owned by Les Parkhurst, recently held its grand opening.

PRINCE GEORGE, B. C., CANADA—Mrs. M. Laing is operating Pine Laundry and Laundrette in new premises at 1181 Fifth Ave.

CUT BANK, MONT.—Quality Laundry has moved to a new building on E. Main. Dick DeKaye, the owner, has installed new equipment.



Now exclusively from the country's leading makers of laundry roll covers comes REVOLITE #94—a brand new cover that has all the advantages of standard REVOLITE fabric, *plus*

SMOOTHEST FINISH

Finer threads, tighter woven; to provide a smooth, unmarked finish far superior to anything you've seen before!

LONG SERVICE

Up to a year or more of dependable service from REVOLITE #94.

With new REVOLITE #94 you'll get the quality, production and value that have made REVOLITE roll covers the top choice with leading laundries everywhere.

Write today for full information on REVOLITE #94 . . . backed by a written guarantee, serviced by a nation-wide organization of full time factory trained specialists.

ATLAS POWDER COMPANY
Stamford, Connecticut



SALEM, MASS.—New drive-in facilities are under construction at Salem Laundry Co. at the junction of Lafayette, Central and Front Sts.

ATHOL, MASS.—A business certificate has been filed with the town clerk by Kenneth L. White for Athol Automatic Laundry, 550 South St.

GENEVA, N. Y.—Finger Lakes Laundries and Cleaners, Inc., has purchased the former Launder-It automatic laundry, 368 Exchange St., according to Leon A. Currey. Former owner of the Launder-It business was Franklin C. Zerwys and associates. The name of the business has been changed to Finger Lakes Laundromat.

MENDHAM, N. J.—A branch of the Caroline Laundry of Morristown, owned by William Austin, was scheduled to open here in the M. Coughlan building.

NORWICH, N. Y.—Mrs. Mildred Waite has announced the sale of the Norwich Half Hour Laundry, 10 Mechanic St., to Mrs. Louise White.

ERIE, PA.—Leonard C. Kerns, general manager of Hutchins Industrial

Laundry, 1102 Sassafras, has announced that the name of the company, owned by J. Stanley Coyne, has been changed to Coyne Industrial Laundry, Inc.

POINT PLEASANT, W. VA.—Sale of the Sno White Laundry, 230 Main St., by John Clay Hutchinson to G. C. Kimbrel has been announced.

MARLBORO, MASS.—A recent fire caused damage estimated at \$32,000 to the plant of New System Laundry and Cleaning Company, 28 Main St., owned by Francis J. Poirier.

PITTSBURGH, PA.—The merger of United Laundries, Inc., and Sweet Clean Laundry, Inc., was recently disclosed. The new firm, United Laundries Company, will have William F. Fuchs of Sweet Clean as president. J. A. Fullerton, former president of United Laundries, Inc., will remain with the new firm in an executive capacity.

NEW YORK, N. Y.—Harry Kessler, executive secretary of the Linen Supply Institute of Greater New York, is heading the drive in the laundry and linen supply industry on behalf of the 1955 Greater New York Campaign of the National Foundation for Infantile Paralysis. Co-chairmen of the laundry and linen supply division are Aaron Bonoff, president of General Diaper Service, and William B. Troy, vice-president of Cascade Laundry Company.

LONG ISLAND, N. Y.—At a recent meeting of the Suffolk-Nassau Counties Laundryowners Board of Trade, Inc., the following officers were elected for the coming year: president, Fred Evans, Huntington Laundry, Inc.; vice-president, Wesley Springhorn, Blue Point Laundry; treasurer, Don Barton, Farmingdale Individual Laundry Service; secretary, Virginia Paine Ritchie, Islip Sanitary Laundry, Inc.



LOS ANGELES, CALIF.—Louis and Emma Adams have sold Frank's Laundromatic, 5535 Hollywood Blvd., to Irvin R. Gaynor.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of 8th & La Brea Laundromatic, 801 S. La Brea Ave., by Max Field to Samuel Barmack, Goldie Gillman and Florence Sirota.

PASADENA, CALIF.—Robert F. and Marita Mechura have sold Pasadena

Laundry, 860 S. Fair Oaks, to Stanley and Geneva Weiss and Earl Downey, Jr., but are retaining an interest in the business, according to Mr. Downey.

LOS ANGELES, CALIF.—Clinton and Viola Nowack have announced plans to sell Westside Laundromatic, 11128 Ocean Park Ave., to Mark and Martha Freedman.

LONGVIEW, TEX.—Sno-White Laundry, 503 E. Cotton, has opened in a new building, according to George Crosby, operator of the business. The plant is a member of the American In-

stitute of Laundering and the Texas Laundry and Drycleaning Association.

DAVIS, CALIF.—Milton S. and Rosa Lee Martin have announced their intention to sell the Laundromatic, 210 G St., to Lester E. and Rachel M. Perrin.

HARLINGEN, TEX.—Mr. and Mrs. Henry Wolff recently completed remodeling of Little Creek Launderette on Highway 77.

OAKLEY, KANS.—Mrs. Gilbert Dawson has purchased Oakley Laundry from



put a leaf up your sleeves

IT'LL WORK MAGIC WITH PRODUCTION RATES!



Leaf Coat Sleeve: Gray iron table, chrome plated arms; size 22 x 22 x 58 inches—shipping weight 370 lbs.

Leaf Overall Sleeve: Gray iron table, chrome plated arms; size 23 x 23 x 58 inches—shipping weight 370 lbs.

Ask your jobber or write for illustrated bulletin.

BROTHERS, INC.
205 IRVING AVENUE NORTH
MINNEAPOLIS 5, MINNESOTA

OTHER LEEF LABOR SAVERS:



Leaf Trouser Form



Nurse's Uniform Sleeve



Leaf "Pocketear"



Leaf Tumbler Bearing

Mr. and Mrs. Foy Davis, who have operated it for the past year.

SAN JOSE, CALIF.—Stella M. Atkinson has sold Downtown Launderette, 321 N. First St., to Ernest and Mildred Robin and to Gerald and Marian Switzer.

GLENDAL, CALIF.—A \$300,000 blaze destroyed the main plant of Glendale Laundry & Dry Cleaning Co., 357 Arden Ave., according to Robert Springer, president of the company.

NORTHRIDGE, CALIF. — Gerald Michael has announced plans to sell

Northridge Laundromat, 8754 Reseda Blvd., to John Hayes Glenn.

SHERMAN OAKS, CALIF.—Harry Corson and Al Perlman have opened Big Bundle Launderette, 14161 Ventura Blvd.

ELK CITY, OKLA.—Mr. and Mrs. W. H. Reynolds and Mr. and Mrs. Bill Reynolds have purchased East Side Laundry from W. E. Parker.

SAN ANSELMO, CALIF.—La Bars Launderette has moved to a new building at 165 Tunstead Ave. and has in-

creased its capacity by one-third. Lester W. La Bar, the owner, held the grand opening recently.

PHILLIPSBURG, KANS.—Mr. and Mrs. Lee Schick have sold Self-Service Laundry to Mrs. Grace Goddard.

SILVERTON, TEX.—Mr. and Mrs. John Gilkeyson have purchased B & B Laundry here.

LOVINGTON, N. M.—J. A. Young has opened Lovington Steam Laundry at 605 S. First St.

a sign to go buy!



Yes, buy any Tingle, Brown Gold Line Quality Laundry Fabrics—and you buy **lower** operating costs! The Famous Gold Line brand name is a sign of specially designed laundry fabrics with more than 50 years of manufacturing "know-how."

Design, construction and performance all go together to provide **low cost superior work**.

Buy the sign of quality—**GOLD LINE FABRICS**—a sign to go buy! And, the price is right.

IRONER and PRESS DRESSINGS—Asbestos, Dacron, Nylon, Cotton, Wool and Steel Wool.

NETS and BAGS—Nylon and Cotton—Woven or Knitted.

GENERAL—Baskets and Liners, Ribbons and Tapes, Ironer Lubricants, Extractor Covers, Flexible Steam Hose for presses, Marking Flags, Rubber Floor Mats.

TINGUE, BROWN & CO.

1765 CARTER AVENUE • NEW YORK 57, N. Y. • CYpress 9-8800
507 BISHOP STREET, N.W. • ATLANTA, GA. • ATwood 3864
1227 WABASH AVENUE • CHICAGO 5, ILL. • HArrison 7-0083
723 E. WASHINGTON BLVD. • LOS ANGELES, CAL. • PRospect 6023



DECATUR, ILL.—Model Paris, laundry and drycleaning business, has opened a new branch office at 755 E. Prairie Ave., according to Robert Ward.

CARBONDALE, ILL.—Todd's Laundromat has moved to 311 W. Main St., according to Mrs. Gilbert Todd.

JOPLIN, MO.—Lonnie M. Collins has sold his interest in American Laundry and Dry Cleaning Company, 1731 Main St., to his partner, Rolland O. Shadday.

HIGGINSVILLE, MO.—Mr. and Mrs. Edward S. Brown have rented the Harry Crain building and have opened a quick-service laundry.

ST. PAUL, MINN.—The fifth drive-in unit in its system has been opened by Model Launderers and Cleaners, 391 E. Sixth, at 454 S. Snelling, according to Roger P. Foussard, executive vice-president.

MARIONVILLE, MO.—Mr. and Mrs. Frank Decker have purchased the Hilton Laundry and have changed the name of the business to the Decker Laundry.

KALAMAZOO, MICH.—At the January meeting of the Southern Michigan Association of Institutional Laundry Managers, held here at the State Hospital, the following members were elected to office: president, Robert Hartman, Michigan Reformatory, Ionia; vice-

president, John LeZotte, Kalamazoo State Hospital; secretary, Miss Emily C. Deming, Butterworth Hospital, Grand Rapids; treasurer, Mrs. Bertha Carnell, American Legion Hospital, Battle Creek. The group is planning a laundry clinic to be held at Michigan State College, East Lansing.

JOLIET, ILL.—Fred C. Lagen has sold Standard Laundry, 132 W. Jefferson St., to Lloyd R. Fruin, operator of Joliet Home Laundry, 133 E. Jefferson St., since 1922. Mr. Lagen, who is 82, is retiring after 55 years in the field.

AURORA, ILL.—Aurora Laundry and Dry Cleaners has installed new dry-cleaning equipment. In addition, the interior of the drive-in store has been enlarged and redecorated.

LANCASTER, OHIO—Barber's Laundry and Dry Cleaning, 777 S. Columbus St., has installed new flatwork finishing equipment, according to P. C. Shaver, the owner.

GRANDVIEW, MO.—Mr. and Mrs. Elmer Gemeinhardt have added a dry-cleaning plant with new machinery to Dorothy's Laundry, a self-service operation on Main St.

EAST AKRON, OHIO—The East Akron Laundromat has opened at 1474 E. Market St.

BELTON, MO.—Bill Gochner has moved Belton Home Laundry to new quarters at 521 Main. Additional washing and finishing equipment is being installed.



DAYTONA BEACH, FLA.—H. J. Bodne has sold Sun Brite Laundry, S. Atlantic Ave., to Jack Dalrymple.

PHOEBUS, VA.—Willard A. Bauserman, president of Chamberlin Laundry, Inc., has been named by the Hampton City Council to serve an unexpired term.

KNOXVILLE, TENN.—Sanitary Laundry has leased space at Cumberland and 19th Sts. and will transfer its West Cumberland branch to this site from 1832 W. Cumberland.

LARGO, FLA.—Mr. and Mrs. Harry Feldman have purchased Pinellas Auto-

matic Laundry from O. M. Moss and D. E. Phillips.

ROGERS, ARK.—J. B. Elkins has announced the purchase of Northside Help-Yourself Laundry, 518 N. Second St.

PENSACOLA, FLA.—A new laundry building at Sacred Heart Hospital was scheduled for completion February 1, according to Sister Theresa, hospital administrator.

BALTIMORE, MD.—At the January meeting of the board of directors of the Maryland Textile Maintenance Associa-

tion the following officers were elected: president, Kenneth H. Jones, Modern G. I. Laundry, Westminster; vice-president, Stephen W. Duckett, Arundel Laundry, Annapolis; executive secretary-treasurer, James M. Shea, Jr., Baltimore. Other board members are: Edward W. Cooper, Fulton-Grand Laundry, Baltimore; Walter S. McCord, McCord's Laundry, Easton; Hugh J. Loftus, Eastern Overall Cleaning Company, Baltimore; Arthur N. Neild, Neild, Inc., Baltimore; H. Paul Ridenour, Hagerstown Laundry, Hagerstown; Dennis F. Smyth, Bugle Coat, Apron & Linen Supply, Baltimore; Henry E. Worcester, Jr., Morningside Laundry, Silver Spring.

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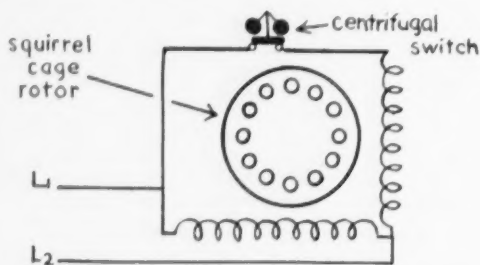


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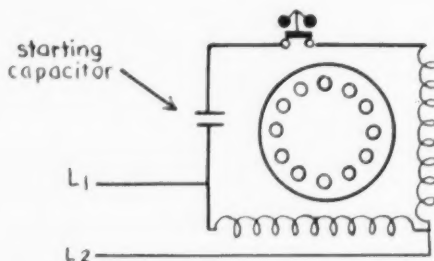
COLUMBUS 15, OHIO

Engineering Section



SPLIT PHASE INDUCTION

Fig. 1. Most popular of single-phase motor designs employs two field windings (looks like springs in drawing above) to give good starting under loads



CAPACITOR-START INDUCTION-RUN

Fig. 2. By placing a capacitor (acts like condenser in a radio) in series with starting or field windings much better starting torque or power can be had

Selecting the Right A. C. Motor

By JOSEPH C. McCABE

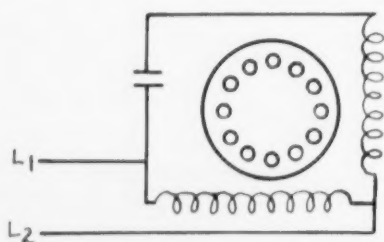
THE THOUSANDS OF TYPES of a.c. motors which are yours for the asking leave the average plant man completely confused as to which one will do the best job on any particular application. The plant of 40 years ago had no such trouble. It was limited pretty much to one or two large open-frame motors with many lineshafts and long belts branching out to reach the different pieces of machinery.

But as the a.c. motor attained ad-

vanced design and mass production took over, the machine designer unitized his equipment by providing a motor with each machine unit. Such practice has played an important role in improving work and process efficiency. Fans, blowers, pumps, compressors and dozens of other pieces of modern plant equipment have attained their high operational efficiency as a result of advanced a.c. motor design.

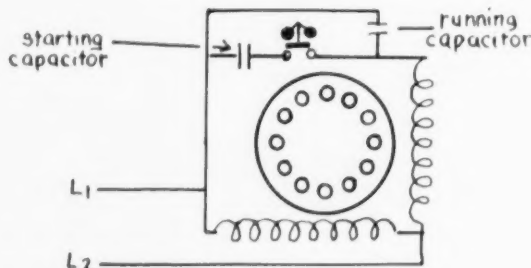
Because of the variation in load requirements of the various machines, a large number of motor types and circuits have been developed. Other factors such as the difference in enclosure design, variations in mounting arrangement, and difference in power sources available have made the selection possibilities for a given size motor run into the thousands.

It is no wonder that the plant engineer is occasionally bewildered or



CAPACITOR RUN

Fig. 3. This design, unlike Fig. 2, keeps capacitor and auxiliary winding permanently in circuit. But capacitor sizing is compromise to give fair starting torque without too much running loss



CAPACITOR-START CAPACITOR-RUN

Fig. 4. Here is a combination of Figs. 2 and 3 that is said to have the advantages of both. Cost, however, is bound to be higher than either of the others alone

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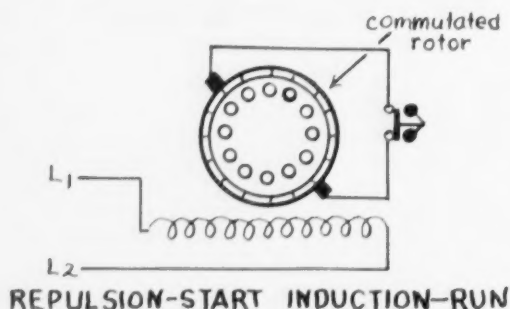


Fig. 5. By deliberately putting a short circuit across diametrically opposed windings in the stator (a so-called commutated rotor) a special magnetic link develops between field windings and rotor to give excellent starting torque

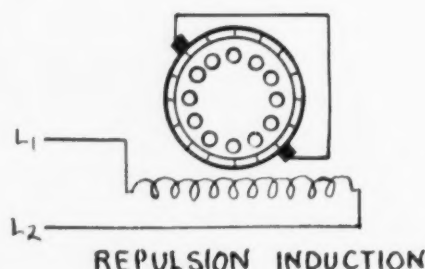


Fig. 6. Adaptation of the thinking in the design of Fig. 5 with the squirrel-cage rotor design of Fig. 1 produces a combination motor that acts like a repulsion design at low speeds and a squirrel-cage design at high speeds

confused in trying to determine the "one best" a.c. motor for a given application. A review of the basic design types together with the factors to be considered in specifying the motor may be of value in arriving at the optimum selection.

Schematic diagrams shown in the various illustrations represent the basic a.c. motor types used in industrial plants. Other types such as the shaded pole motor, single-phase synchronous motor and certain variations of those shown are knowingly omitted as their field of application is seldom of concern to the plant engineer.

Split-Phase Induction Motor: The split-phase squirrel-cage induction motor (Fig. 1) is the most popular of the single-phase varieties, especially in the fractional-horsepower ranges. The squirrel-cage rotor gives it a relatively constant speed desirable in many services. There are two stator windings in this type of motor

with one of the phases wound for high resistance. By a special application of the material in the motor windings, a starting torque characteristic similar to that of a polyphase motor is arrived at.

Since the electrical losses in the high-resistance winding are large, a centrifugal switch is generally employed to disconnect this winding from the motor circuit as the rotor attains 50 percent to 80 percent operating speed. Some forms of this motor use a current relay instead of a centrifugal switch while others omit the switch entirely and retain the auxiliary winding at full speed. The latter design is somewhat less expensive but it is usually a compromise and should be used only where required starting torque is low.

Advantages of the split-phase motor include low cost, fairly good speedload characteristics and medium starting torque. The starting torque is about twice full-load torque with the starting current correspondingly high.

Its usual field of application includes fans, blowers, small centrifugal pumps, office appliances, oil burners and small tools.

Capacitor-Start Induction Motor: A substantial increase in starting torque can be realized by placing the capacitor in series with the starting winding of the induction motor (Fig. 2). The resulting phase shift can provide a starting torque of $3\frac{1}{2}$ times the full-load torque. In the capacitor-start, induction-run motor the capacitor may be selected for optimum starting characteristics since it is disconnected when the rotor approaches operating speed. Such motors find application on compressors, reciprocating pumps, and similar equipment where starting torque must be high. This type is generally available in sizes below 3 hp.

Capacitor-Run Induction: The capacitor-run motor (Fig. 3) is similar to

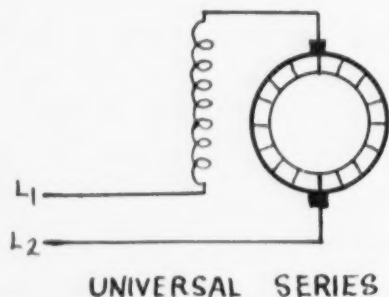


Fig. 7. A field winding in series with a commutated rotor gives good speed control, high starting torque, so design is found on most appliances

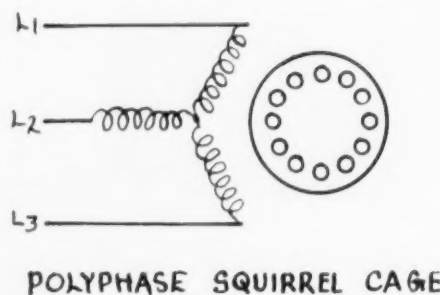
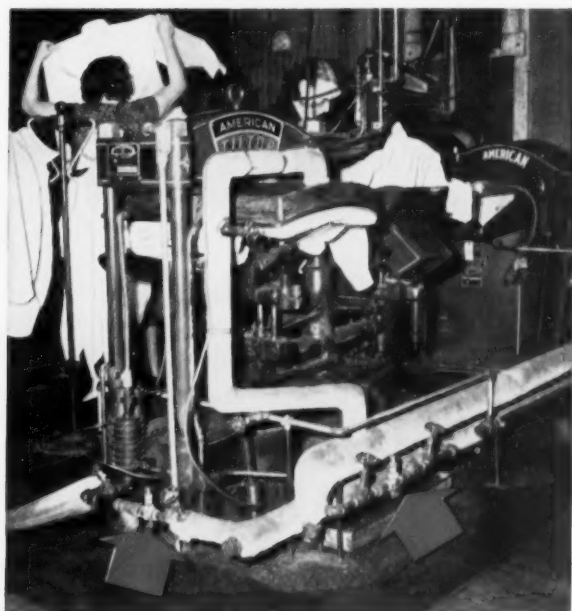


Fig. 8. Here is the most widely used industrial motor. It carries about six basic designs, all standardized by the National Electrical Manufacturers Association

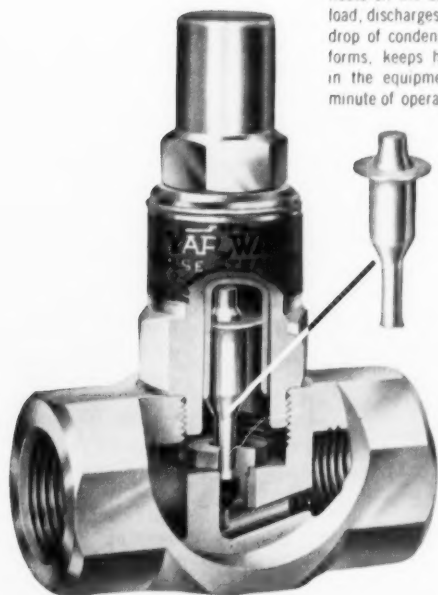


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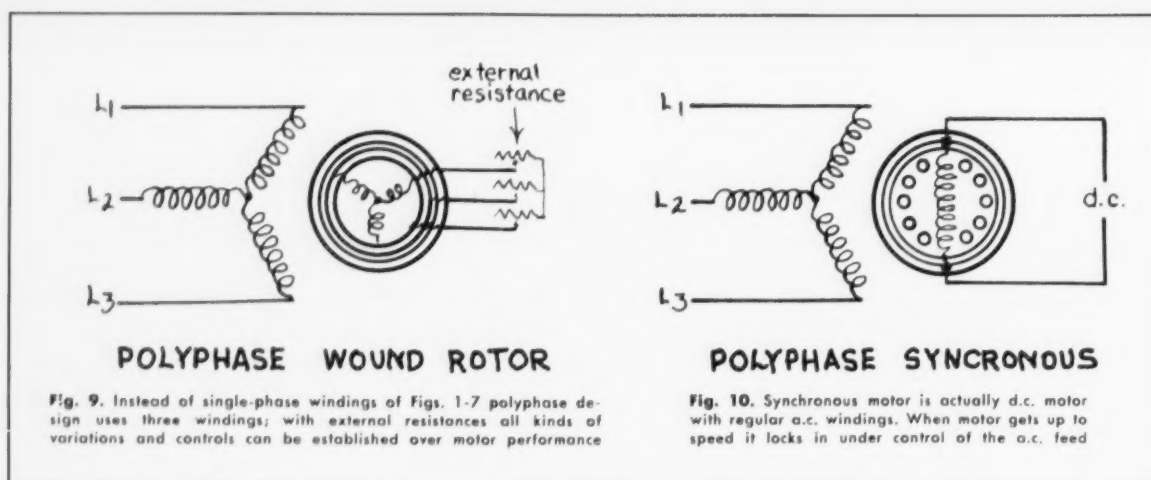


Fig. 9. Instead of single-phase windings of Figs. 1-7 polyphase design uses three windings; with external resistances all kinds of variations and controls can be established over motor performance

Fig. 10. Synchronous motor is actually d.c. motor with regular a.c. windings. When motor gets up to speed it locks in under control of the a.c. feed

the type just described except that the capacitor and auxiliary winding are permanently connected in the circuit. The design is somewhat of a compromise since the capacitor must be sized to provide starting torque and yet prevent high losses at operating speed. Variable-speed operation is sometimes employed with this motor by tapping the stator winding or varying the input voltage.

This practice is most successful where the load is relatively constant, as with fans and other ventilating equipment. The capacitor-run induction motor can be made to reverse direction of rotation while running. This may be of advantage in some applications. Most other single-phase motors require that the rotor be stopped before the necessary reversal switching can be made.

Capacitor-Start, Capacitor-Run: An interesting combination of the two previous capacitor motors is the capacitor-start, capacitor-run type (Fig. 4). In this construction the centrifugal switch disconnects the start capacitor but does not affect the separate-run capacitor. The advantages of both types of design are thus retained.

Repulsion-Start, Induction-Run: Repulsion motors (Fig. 5) have a single-phase stator winding with a commutated rotor winding. Brushes, spaced 180 electrical degrees apart, short opposite commutator sections. Currents induced in the short-circuited windings combine magnetically with the main field to produce very high starting torque. As the motor attains speed, a centrifugal switch shorts all commutator sections, thus forming a squirrel-cage rotor and giving the unit running characteristics of an induction motor.

Some special designs offer a brush-

lifting device which prevents needless brush wear after starting. Starting torques for this motor type usually are about four times full-load running torque but with low current drain. Because of the commutator and brushes required, the cost of this motor is higher than that of other single-phase types. Its performance, however, is unmatched on very high starting torque machines especially where high-inertia loads are involved. Typical applications are those on compressors, continuous crushers and shredders, coal stokers and conveyors.

Repulsion Induction Motor: This design (Fig. 6) consists of a single-phase stator with rotor windings of both the cast squirrel-cage type and the wire-wound repulsion type. The resulting torque is produced by both rotor constructions but at lower speed the repulsion type predominates while at operating speed the squirrel-cage portion produces induction-type characteristics. Repulsion induction motors are usually capable of carrying any load they can start.

If the load is excessively heavy, the motor may continue to run at load speed but the motor will not be damaged and the current drain will not be abnormally high. Other types of motors employing centrifugal switches or requiring high starting current are not suited to this type of load. The repulsion induction motor should not be used where its load may be very light for extended periods since its current drain is essentially the same for no-load or full-load conditions.

Universal Series: This motor type (Fig. 7) consists of a field winding in series with a commutated rotor. Although essentially a d.c. motor, its performance on alternating current is

good. No-load speeds frequently run as high as 10,000 or 12,000 r.p.m. Reasonably good speed control can be attained by varying the input voltage as long as the load does not change widely. Starting torque for this motor is high and its use on small appliances has become quite popular.

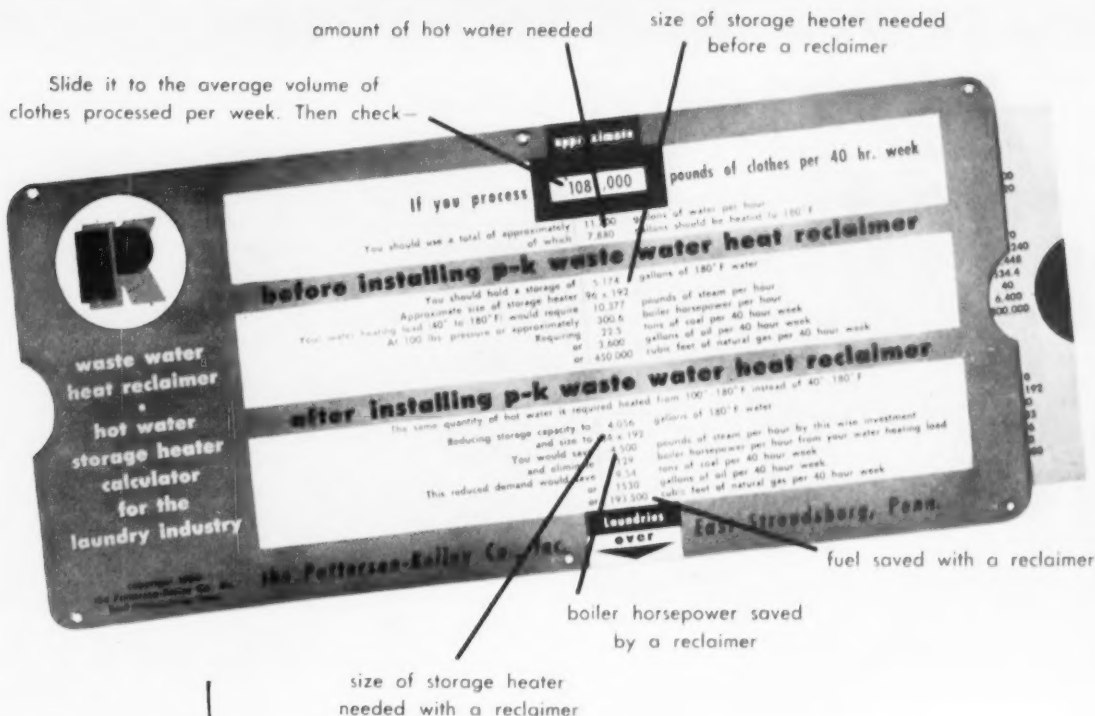
Applications are usually limited to intermittent-duty services because of the effects of the high speed on heating and brush life. This motor will usually be found on small portable tools, fans and office appliances. It is generally available in sizes below 1/8 hp.

Polyphase Squirrel-Cage Motor: The polyphase squirrel-cage induction motor (Fig. 8) is the most widely used type for heavier industrial applications. Rotor design is subject to some variations in order to provide different starting and running characteristics. The National Electrical Manufacturers Association (NEMA) has classified the polyphase squirrel-cage motor into six basic designs. Four of those groups account for the vast majority of plant applications:

Class A: These motors provide normal starting torque with high efficiency and power factor. They are generally the lowest in cost of the polyphase types and are the most widely used. Starting current is about six times full-load current.

Class B: These motors draw less starting current than Class A designs and develop practically the same starting torque. They can usually be started at full voltage in locations where Class A motors would require reduced voltage starting.

Class C: The rotor characteristics in this design provide high starting torque with low starting current. This motor is especially suited to machines that must start under load, such as



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compressors, loaded conveyors, etc. Power factor for this type is rather poor.

Class D: These motors are designed for very high starting torque with high slip at operating speed. This design is well suited to recurring peak loads and high-inertia loads involving flywheels. Punch presses, shearing devices and certain reciprocating drives are frequently equipped with this motor.

Any of the polyphase squirrel-cage motors described may be designed for multispeed operation. This is accomplished by providing variations in stator winding and connection. The speed variation is not stepless but must be made in increments.

Polyphase Wound-Rotor Motor: The rotor in this design (Fig. 9) is composed of a three-phase winding which is connected through suitable slip rings to an external resistance network. Considerable versatility and manipulation of operating characteristics can be affected by changing the resistance values. High starting torque with very low current can be provided. When the motor approaches operating speed, the resistance can be reduced or taken out completely to provide running characteristics similar to a Class A squirrel-cage motor. Changing the resistance under load can also provide adjustable speed. For fairly constant loads good speed con-

trol can usually be provided over a 2:1 range.

Justification for this motor is usually on the basis of its variable speed operation. Cost is normally 2 or 2½ times that of a Class A squirrel-cage motor.

Polyphase Synchronous Motor: The true polyphase synchronous motor employs a d.c. excited rotor with an a.c. energized stator (Fig. 10). The pole arrangement is such that the rotor locks into synchronism with line frequency when it approaches design speed. On the larger motors of this type an outboard d.c. generator, coupled to the motor shaft, provides the d.c. excitation.

Another form of synchronous motor called the reluctance synchronous type is often used. It differs from the true synchronous in that it has no separate rotor excitation. The rotor is usually of the squirrel-cage type with slots milled in the periphery to provide "salient" poles to allow for synchronous operation.

Synchronous motors actually operate as some other motor type until they come up to speed and pull into synchronism. The true synchronous motor is usually started as a wound-rotor motor while the reluctance synchronous takes advantage of its squirrel-cage-type rotor to obtain its starting torque.

Starting torques of synchronous mo-

tors are not normally high in standard designs. If possible, they should be started under conditions of no load or partial load. Large size synchronous motors are noted for their high efficiency and power factor. Except in certain large sizes their cost is usually higher than that of comparable squirrel-cage motors if they are required to operate at speeds above 500 r.p.m.

Except in the very small power sizes, synchronous motors are rarely used for plant applications below about 50 hp. They are frequently employed, however, in the larger sizes for low-speed drives. Because of the improved efficiency and power factor, the synchronous motor may also be justified by the long-term savings in power cost.

Even in the higher speeds, the use of these motors is sometimes dictated where constant speed is of importance. Metal rolling mills, synchronized conveyors and motor generator sets frequently justify the higher cost of this type of motor in order to obtain the constant speed with variable load. For speeds below 500 r.p.m. they are competitive in price with squirrel-cage motors and are considerably more efficient. Typical applications include drives for ball mills, compressors, electroplating generators and lineshafts.

The outline shown in Fig. 11 gives a checklist of the more important points to be considered in a.c. motor selection. The list is by no means all-inclusive but it is designed to serve as a reminder of some of the frequently overlooked considerations.

Power Requirements: Usually complete power requirements for a purchased machine are supplied with the new equipment or can be obtained from the manufacturer. Theoretical calculations made to determine power requirements of a particular machine should be verified by comparisons with operating systems, if possible. If the motor to be selected represents a sizable investment, actual load tests on the driven machine should be conducted, using an available motor.

If the characteristics of the motor are known, the power required to drive the load can be accurately calculated by measuring the input wattage. If the load changes often, a load-time curve will help select the root-mean-square horsepower. Normally, the r.m.s. horsepower will give the proper rating to select, provided the motor will be capable of carrying the peak load for whatever interval is involved. The fact that a given machine or system presents a peak load at intervals does not necessarily mean

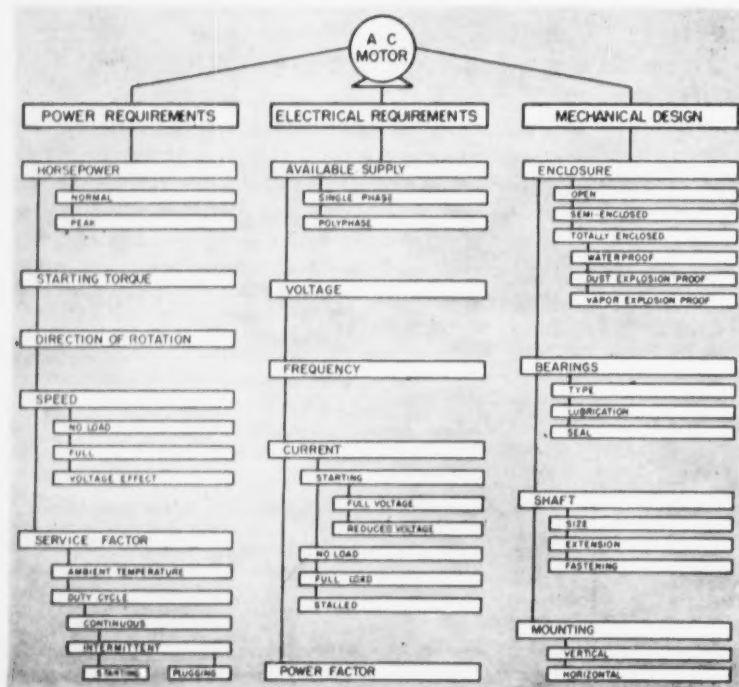


Fig. 11 . Convenient checklist of major points to consider in selecting an a.c. motor

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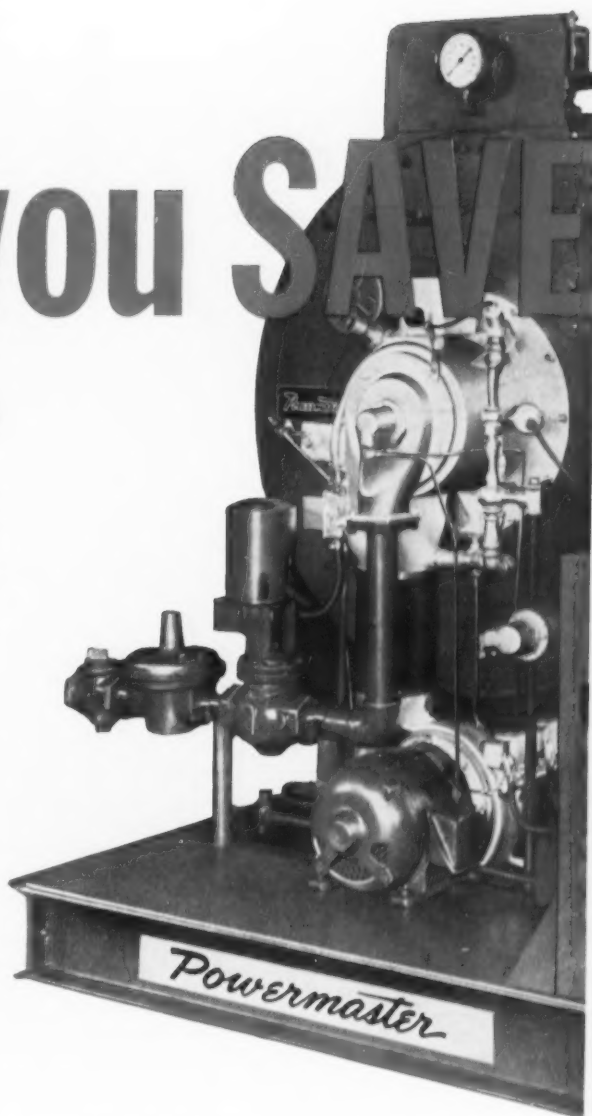
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that the motor must be rated for the maximum demand.

If the *peak load* is very high but is of short duration, the inherent inertia of the system or the inertia provided by a separate flywheel may permit use of a considerably smaller motor. If the energy consumed in the peak demand is more than can be stored in the system, however, a larger motor is necessary.

Service factors that will be dictated by considerations other than the normal load should be anticipated. Frequent starting, plugging and reversing often dictate that a larger motor be used in order to prevent overheating. If the duty cycle is to be an intermittent one, the motor may have time to dissipate considerable heat generated by frequent starting or a running overload. If the temperature of the surroundings (the ambient temperature) of the motor is to be high, very little if any overload can be tolerated. If the ambient temperature is much higher than about 150°F, special cooling may be necessary.

In considering horsepower, torque and speed, one should keep in mind that horsepower is equal to the speed in r.p.m. times the torque in pound-feet divided by 5,250. The horsepower and torque requirements of

many machines change quite rapidly with speed. The centrifugal pump presents a load that varies as the third power of speed.

Starting torque is one of the most important factors in selecting a particular motor type. Starting torques on small machines may usually be measured by a torque wrench or even a pipe wrench and a spring scale. Rule-of-thumb methods of calculating starting torque can be found in textbooks. The margin for error in such calculations is usually wide, however, and they should be verified by actual starting tests if at all possible. Often a complex system can be broken down into several simple units to find the starting torque.

Electrical Requirements: The starting characteristics and running efficiencies of polyphase motors are generally better than those of comparable single-phase units. The frame size of a polyphase motor is usually always smaller for a given horsepower rating. Basically, polyphase current and especially three-phase is much better suited to the operation of a.c. motors. In sizes above about 5 hp, the polyphase unit is usually the logical choice.

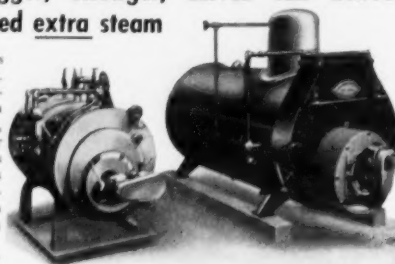
In smaller sizes, however, the single-phase motors offer a number of

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advantages. The mass production of small single-phase motors has resulted in somewhat lower cost than that of the three-phase units. The simplicity of providing switching for the protective equipment for the single-phase units should also be considered. The single-phase motor is somewhat more versatile in that it may usually be operated from available polyphase services as well as from the single-phase supply.

Operating frequency and voltage are usually of secondary concern to the plant engineer since they are largely dictated by what is available. The allowable current drain for starting a large motor should be given careful thought. In some motors the value rises to seven times the full-load running current. Many electrical power contracts limit the maximum surge current that is permissible. Starting at reduced voltage may eliminate excessive drain and simplify protective equipment.

Selecting a particular motor specifically to improve power factor is hardly justified unless a synchronous motor is seriously being considered and a large amount of power is involved. In sizes above 50 hp, the high efficiency and power factor may justify any additional cost. □□

Engineering Questions and Answers

Disappearing Water Level

We have a 4,000-pound-per-hour oil-fired packaged boiler that has started acting up. The trouble shows only in the water gauge glass. About two hours or so after we start the boiler up the water will just drop out of sight.

The boiler manufacturer checked us through our operating techniques and our procedure was quite all right. We normally carry 2 to 4 inches of water in the glass. No change appears in the boiler load either before or after the water disappears. The gauge-glass column is perfectly clean. Can you shed any light on this situation?—R. H.

There are a host of possible reasons for a disappearing water level in a gauge glass. The theoretical explanation (Fig. 1) shows two curves for different boiler pressures. With no circulation in the water column, the deviation between the water level in the boiler drum and the water level in the column could be as high as 3½ inches. So a 2-inch drop in a water column would not be unusual. Actually the situation sounds more dangerous than it is, particularly if the boiler has the correct safety devices. But there is no doubt that the situation should be cleared up as quickly as possible.

The first step to take is to check the gauge-glass location with respect to the boiler shell and note if it agrees with the manufacturer's recommendations. The glass may be higher than it should be.

Next check pipe size of the connection between boiler and column. It may be too small. An open gauge cock may cause

(Continued on page 80)

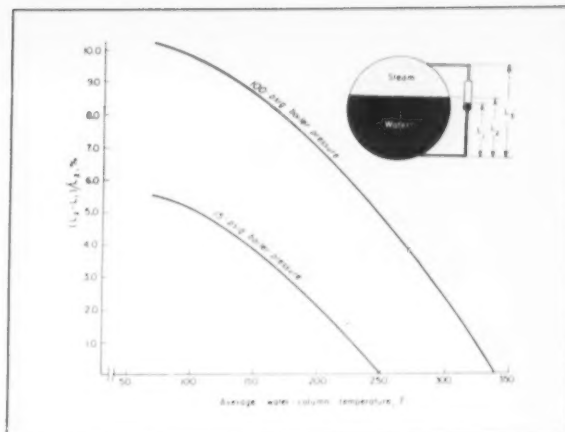


Fig. 1. Density differences in water levels are directly a relation of the temperature

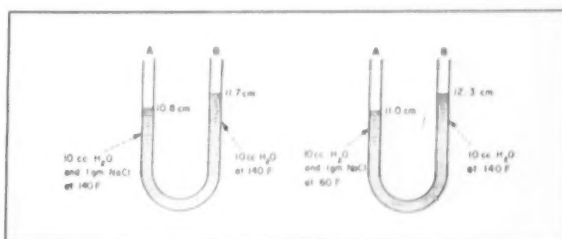
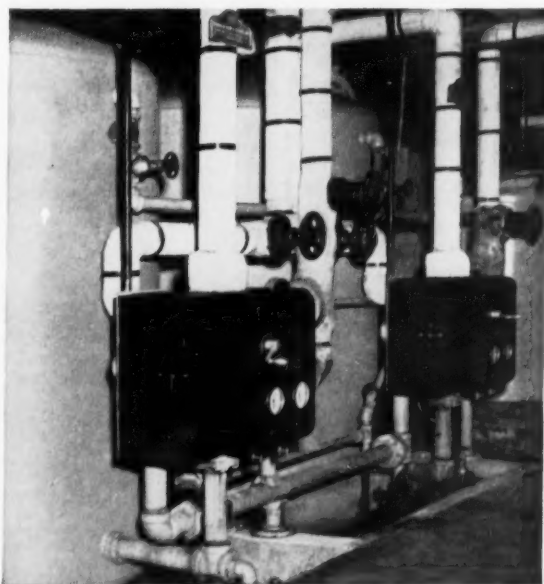


Fig. 2. Salt solution added to a water column changes column height. Hence water column will reflect neglect of water treatment

FULLY AUTOMATIC WATER SOFTENING



This is a Fully Automatic Inversand Water Softening Plant Installed in a New York State Laundry in 1949

For 6 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None

Economical—"100% PLUS"

And today you can have a Fully Automatic Inversand Water Softener for little more than the cost of a manual unit.

New Inversand Softeners or Conversions of Your Present Units—Manual or Automatic Write or Call Us

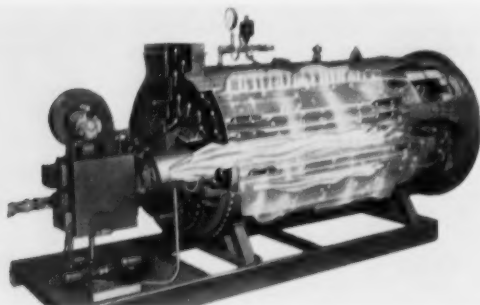
Bulletin IS-1 Just out—FREE for the asking.

HUNGERFORD & TERRY, INC.
Clayton 8, N. J.

Phone
Glassboro 4-3200

NEW PRODUCTS and LITERATURE

Eclipse Introduces New Series of Boilers



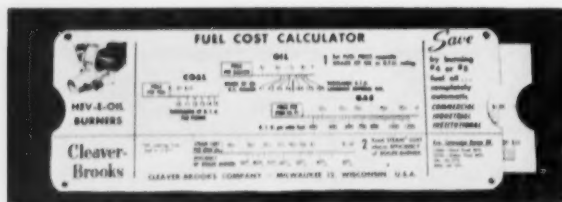
The new 15 hp. series of automatic "Steamboilerplants" has been added to the Eclipse line, which ranges from 12 to 125 hp. The new model is available for burning gas only, oil only or gas and light oil.

Over-all dimensions are: length, 160 inches; width, 44 inches; height, 61 inches. Design and construction equal or exceed latest requirements of the ASME Code and Code of Ethics of the Industrial Gas

Equipment Division of GAMA. Completely assembled, the new boiler is ready for immediate operation after connections are made; necessary wiring is complete. Equipment includes burners, blower, combustion safeguards and necessary valves and controls.

Details and delivery information can be obtained from Eclipse Fuel Engineering Company, 1002 Buchanan St., Rockford, Ill.

Cleaver-Brooks Features Fuel-Cost Calculator



A pocket-size "slide-rule" calculator showing comparative fuel costs of coal, gas and oil

has been introduced by Hev-E-Oil Burner Division of the Cleaver-Brooks Company.

The calculator is designed to determine yearly fuel savings offered by a Cleaver-Brooks Hev-E-Oil burner. It enables the user to compute the comparative costs per 1,000 pounds using coal, oil or gas and is based on fuel costs of price per ton, gallon and cubic foot. By using the reverse side, the operator can determine percent of savings and yearly dollar savings.

The calculators can be ob-

tained from local dealers or from Cleaver-Brooks Company, Hev-E-Oil Burner Division, 326 E. Keefe Ave., Milwaukee, Wis.

Velva Soft Sales Kit

A comprehensive Velva Soft merchandising kit is available from Patek & Co., Western sales agent for Armour & Company, manufacturer of the fabric softener.

The kit contains everything necessary to implement the Velva Soft program developed by Armour with the assistance of Foote Cone & Belding, advertising and merchandising counsellors. Included are truck and window posters, bundle inserts, counter cards, direct-mail and radio commercial copy. Velva Soft imprinted gummed tape and shirtbands are also provided at savings.

Full information can be secured from Patek & Co., 1900 16th St., San Francisco, Calif.

Bishop Offers Bagger, Invoice Desk and Bag Rack



The Bag-O-Teer, combination bagger, invoice desk and bag storage rack, has been developed by G. H. Bishop Co., according to an announcement by D. A. Freeman, president.

This unit, which requires about one square yard of floor space, features a 72-inch-high Griptite rod with clamp said to engage positively at any height. Included are overhead racks for storing several hours' supply of bags; extra racks provide space for an added bag supply. The invoice desk, 24 by 13½ inches, has a writing surface 41 inches high. The desk, which can be swung to the left side for left-handed operators, has a rack for hanging stragglers.

The Bag-O-Teer is of all-steel construction, is mounted on a 24-inch-diameter base and has an 82-inch over-all height.

Further information can be obtained from G. H. Bishop Co., 1600 Foster St., Evanston, Ill.

National KD Marking Unit



A marking unit especially suited to smaller laundry plants has been designed by National Marking Machine Co., 4026-30 Cherry St., Northside, Cincinnati 23, Ohio.

The KD unit, which is all-steel, consists of a marking-machine pedestal, a workbox and a list board. It is shipped to the customer knocked down in two cartons; the customer assembles the unit. This unit can be used with any type of marking machine, either power or manually operated, or it can be used without a machine for hand marking.

Herman Body Literature

Complete literature on the new Herman Routemaster forward-control body is now available from Herman Body Company, 4400 Clayton Ave., St. Louis 10, Mo.

The new Routemaster is available in aluminum or steel construction and is designed for mounting on all standard forward-control truck chassis. The Herman also offers curved full-front windshield, sliding side doors, built-in automotive-type fresh air ventilation and defroster system, and a choice of three body lengths.

New Sunset Dytint Pack



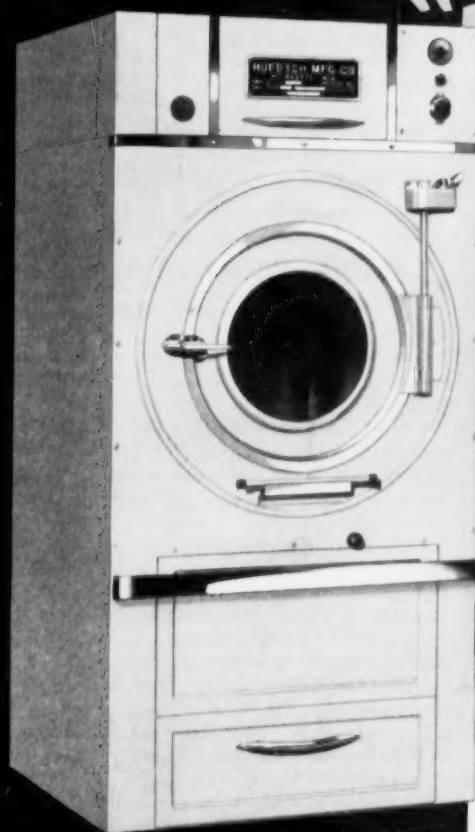
Sunset Dytint, designed for use on all fabrics in washing machines, is now available in 2-pound canisters, according to reports by North American Dye Corporation, which states that it is the only all-fabric dye

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

So many important features
... and at no extra cost!

HUEBSCH



37"

OPEN-END
LAUNDRY
TUMBLER

with
ADJUSTABLE TIMER CONTROL

ADJUSTABLE TEMPERATURE CONTROL*

DOOR INTERLOCK

GLASS DOOR

BUILT-IN LINT TRAP

BASOID VALVE*

*On gas-heated models only



plus your choice of any color!

Match your dryers with the color scheme of your surroundings! Just tell us what color you wish and we will duplicate it at no extra cost!

The modern, convenient features listed above are not "extras" on the new Huebsch "37" Tumbler. They are included in the original, amazingly low price! Thus, the new Huebsch "37" is not only the most attractive dryer on the market in appearance... it is also the most attractive buy! In three sizes (30, 40, 50-pound capacity) and all have the big 37" (not 36") diameter that makes a bigger drop for faster drying! Available in both gas-heated and steam-heated models.

HUEBSCH MANUFACTURING COMPANY
3775 North Holton Street
MILWAUKEE 1, WISCONSIN



Save Money

*Pre-tested for
Performance*

Reduce Floor Wear
to a minimum.
Increase efficiency
of employees.
Eliminate wracking
of equipment.

*They Give Many More
Years of SERVICE ..*

DARNELL CASTERS & WHEELS

RUBBER TREADS . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

RUST-PROOFED . . . by the Udyllite process, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

STRING GUARDS . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

LUBRICATION . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.



192 pages of helpful information . . .
a book that should be in your files .

Free Darnell Manual

DARNELL CORPORATION, LTD.

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

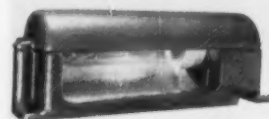
that is packed in this manner.

The new package is designed to save operator time, since the operator can measure the amount of dye he needs with a spoon instead of handling and breaking open individual packages. The manufacturer also reports that it is more economical and provides the plantowner with larger profits.

In addition, North American Dye Corporation provides window streamers, circulars and other promotional materials.

Further information is available from North American Dye Corporation, Danbury, Conn.

Exterior Light for Tumblers



An exterior lighting device for tumblers and open-end washers is now available from National Marking Machine Co., 4026-30 Cherry St., Northside, Cincinnati 23, Ohio. When the machine door is in its closed position the light is out, but when the door is open the light goes on automatically.

Called the National Tumbolite, this unit can be used with laundry drying tumblers and drycleaning drying tumblers in plants using chlorinated solvents. It cannot be used in drycleaning plants using petroleum solvents. The Tumbolite requires 110-60-1 phase a.c. or 110-volt d.c. electrical service.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Engineering Questions and Answers

Continued from page 77

pressure irregularities or produce a siphoning effect. See to it that the piping runs between the boiler and the gauge glass are level and free of obstruction.

Neglect of water treatment may lead to foaming and disappearance of water level. Chances are there is no well-defined water level, the steam space being filled with foam. Boiler salts may be entrained with the steam and carried over to process units.

We'd suggest a check for high boiler-water alkalinity and solids. While you are about it, test the condensate for oil and organic contamination. Increase the boiler blowdown until instability is corrected, maintaining the blowdown at a high rate until the water conditioning comes under control. An antifoam agent would probably help.

This feedwater treatment will, in time correct any feed-line scale, but if the line is plugged up you'll have to tear it out and put in a new one. Acid cleaning has been known to help but we don't recommend it unless it is carried out by experts.

Notice we have made no attempt to cover the many freak developments that could cause a disappearing water level in a gauge glass. We know of two such instances, however, and just for the record we repeat them here. The first case was water trapped in the steam-pipe connection to the water column. The drain-hole line in this steam connection was plugged so the condensate could not leave.

A second case, also a column leak, allowed a small amount of steam to escape and impurities built up within the gauge glass. The density of the water actually became greater than that of the water in the boiler drum. An uninsulated water column can do the same thing but here the density difference is due to temperature. In this instance the obvious answer was to correct the leak but the answer came only when the water in the column was tested and the heavy concentration of impurities showed up.

We saw somewhere a report on an experiment to study the effect of a salt solution on a water column (Fig. 2). In

each, A represents the water column, B the shell. The salted solution indicates a lower level than in the shell, and this difference increases with the difference in temperature.

AIL Offers Special Reports

Three new special reports have been compiled by the staff of the American Institute of Laundering.

Special report No. 213 is a complete discussion of the Institute's laundry department operations for the fiscal year ending March 31, 1954. It includes a 25-year study of sales and a 10-year study of productive labor and supplies at the Institute.

Special report No. 214, which lists the winners of the fourteenth annual AIL advertising contest, illustrates the entries in all five classes: newspaper; radio and TV; direct mail, inserts and signs; shirt bands and foreign advertising.

The final special report, No. 216, is the 1953 report on cleaning and laundering. It analyzes the Bureau of Census and U. S. Department of Commerce reports and contains a comparison of 1953 and 1948 reports by these two bodies. Several other indexes of laundry and cleaning volume are also included.

For copies of any or all of these papers, laundryowners should write AIL's Membership Department, Joliet, Ill.

Institutional Management Course

The Metropolitan Institutional Laundry Managers Association, New York City, has announced a series of monthly meetings designed to offer a complete course in laundry management. The course will cover such topics as plant maintenance, linen control, production standards and cost analysis.

The first three meetings of the series will be held in the new Veterans Administration Hospital in Manhattan, the Bronx City Hospital, and St. Luke's Hospital in Manhattan. They will cover: production and time-motion studies on the job, responsibility of the laundry manager toward his equipment, and labor-saving devices and their effect on production.

Aids in First-Aid Training

Three new safetygraphs on first aid are now available from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. The safetygraphs, which provide a ready means of training small groups, consist of 12 spiral-bound pages inserted in a leatherette portfolio so that the safetygraphs can be set on a flat surface and opened to form an easel.

The new safetygraphs are "How to Control Bleeding," "First Aid Treatment for Burns," and "Transportation of Injured Persons."

Records Management

The Small Business Administration has published "Records Management in Smaller Stores," No. 1 in its series of Small Marketers Aids. Although this leaflet is directed to operators of small stores, much of the information can also be applied to service establishments.

Among the topics covered are: what record management can do for you; streamlining paperwork; billing procedure; accounts payable procedure; inventory control; personnel records; correspondence; a records retention schedule; microfilming and storage.

Copies of the leaflet can be obtained from field offices of either the Small Business Administration or the U. S. Department of Commerce, or by writing to the Small Business Administration, Washington 25, D. C.

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NEWS

from the

ALLIED TRADES

Suggestion Awards Presented by American



The Cincinnati factory of The American Laundry Machinery Company has made its annual awards to five men for the best suggestions submitted and for the largest number of suggestions accepted during 1954.

Over 1,900 suggestions were contributed during the 1954 contest. Of these, almost 900 were found acceptable by the Factory Suggestion Committee.

First prize winner was Paul Lewis, Batavia, Ohio. James Downey, Cincinnati, took second prize, and the third most valuable suggestion was sub-

mitted by Joseph Roling, Blue Ash, Ohio, a veteran suggestion-award winner. Mr. Roling was also awarded first prize for the most suggestions accepted.

Fourth most valuable suggestion was that of Ora Booth, Butler, Ky. Ora Dunn, Georgetown, Ohio, won the prize for the second largest number of accepted suggestions.

Pictured above are: Ora Booth, James Downey, Paul Lewis, Harry W. Knox (Cincinnati factory manager, who presented the awards), Joseph Roling and Ora Dunn.

Cook Completes Plant Expansion Program



John Cook, president of Cook Machinery, Inc., 4129 Commerce St., Dallas, Tex., has announced the completion of a new plant expansion program, which coincides with the company's twelfth year of producing Washette open-end washers. This marks the eighth expansion for Cook Machinery in that period.

The company has had a record of steady growth since its small beginning in 1944 in the then-infant industry of open-end washers. Cook's philosophy of producing more and better

machinery has helped set the pace for the rapid development of this equipment, Mr. Cook states.

The new Dallas, Tex., factory building increases manufacturing space by 12,000 square feet and provides parking space for 40 cars. Complete retooling of the factory will aid production of the new Cook cabinet machine. In addition, a 150-ton press has been installed to speed production, which Mr. Cook expects to double by March 15.

In the 11-year period of Cook Machinery company operation,

gross sales have increased to the extent that 1954 sales were 6,900 percent over those of the first full year, 1944. More than 20,000 Cook laundry machines have been sold to date, and the first Washette, made in 1944, is in use in Dallas today.

The recent Cook expansion program follows a redesigning program for a large part of the Washette line and the introduction of the Washette 25's in color. In redesigning, Mr. Cook aimed to add eye appeal and streamlining to an economical and efficient machine.

Tingue-Brown Honors Meyer

A testimonial dinner was given recently to honor William S. Meyer on his retirement from Tingue, Brown & Co., New York City, manufacturer of industrial fabrics.

John W. Foster, president of the company, congratulated Mr. Meyer on his 37 years of service and presented him with a framed parchment signed by the company's New York office staff wishing him well for the future.

Davis Plans Fabric Fair

Nearly 50 speakers will take part in a "Fabric Fair" at the National Institute of Drycleaning convention scheduled for March 3-6 at Chicago's Navy Pier. The fair will be sponsored by Davis Specialties, Inc., Evanston, Ill., in Booths 558 to 565, according to an announcement by D. A. Freeman, president. All convention visitors are invited to attend.

Noted fabric experts representing fiber producers, textile laboratories and garment manufacturers will provide a picture of current fabrics, style trends and press-finishing requirements. Other speakers will discuss such topics as charged system advantages, problems of building a drive-in, and reduction of finishing costs. State secretaries will describe their handling of local problems. Advertising copywriters will tell cleaners how department stores plan to stress certain new fashions in 1955.

Among the prominent speakers who will appear are: Larry Porterfield, well-known expert on wool finishing; Cecil Elrod, engineer; Joseph Friedman, U. S. Hoffman Machinery Corp.; Theron Guffey, Zenith Cleaners, Abilene, Tex.; Bill Freidell, U. S. Hoffman distributor in Kansas City; William H. Stouffer, American Trade Magazines, and Bill Grover, Miracle Cleaners, Columbus, Ohio.

New Pennsalt Plants

The Pennsylvania Salt Manufacturing Company, Philadelphia, has announced the opening of a new plant at Delaware, Ohio, a component of the company's Chemical Specialties Division. A similar installation is nearing completion at Chicago Heights, Ill.

These plants will serve as blending, packaging and warehousing centers for Pennsalt's specialties markets in the East Central area. Among the products to be produced there are laundry and drycleaning chemicals, corrosion-resistant cements and coatings, maintenance chemicals for the transportation industries and household products.

Cowles Honors Berke



James Berke, Indiana-Illinois representative of Cowles Chemical Company, Cleveland, was recently awarded a pin for 25 years of service with the company. The presentation was made by Robert F. Huntley, president.

During World War I, Mr. Berke operated service laundries while in the Navy. For the past 18 years he has been associated with Cowles.

Gasway Elects Teasdale



R. R. TEASDALE

R. R. Teasdale has been elected executive vice-president of Gasway Corporation, Chi-

12

REASONS WHY

The Original

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ANSWERS ALL YOUR "NET" PROBLEMS



1. Provides streamlined, lightning-fast pinning.
2. Pin punctures disappear.
3. Day-light mesh that won't "fog up"—lintless.
4. Free passing of insolubles.
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6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Thickest "bleach-resisting" yarn.
11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

For economy's sake—compare our laundry net prices by weight

In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



Callaway Mills INC.

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Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • Akron 8
San Francisco 3 • Los Angeles 12 • Dallas 7

Towel Ensembles • Rugs and Carpets • Laundry Textiles • Terry Mats

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Los Angeles for the
**LINEN SUPPLY
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Stop in to see us . . .
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These helpful booklets Can Show YOU HOW To:

- Solve special problems
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1. "How To Clean Cotton Rugs".....\$.25
step-by-step instructions for handling
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how to turn out top quality finishing
on all garments
3. "Profitable Alterations"50
how to make money on repairs
4. "The Laundry Primer"50
ABC's of washroom operation
5. "Storage for the Drycleaner"50
guide to vault installation and operation
6. "Guide To Plant Layout"..... 1.00
in color; how to make your drycleaning
plant more efficient
7. "How To Train Finishing and Folding
Operators in the Laundry"..... 1.00
shirts, flatwork, wearing apparel—
how to produce top quality finishing

For one or more of these informative
books—circle number and mail coupon

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, New York

5-2

Send books indicated below.

My check for _____ enclosed.

1	2	3	4	5	6	7
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Name _____

Firm _____

Street _____

City _____ State _____

cago manufacturer of laundry, metal-treating and roller-coating machinery, according to President E. W. Glaeser.

Since 1946 Mr. Teasdale has successively been the company's development director, chief engineer, industrial-coating manager and general manager.

Wichita Appoints Hamilton



R. A. HAMILTON

Wichita Precision Tool Company, Inc., Wichita, Kans., has announced the appointment of R. A. Hamilton as general manager. In his new post, Mr. Hamilton will coordinate production, research and sales to keep up with the industry's expansion. He will also head an engineering program designed to assure the company's customers the maximum benefit from using Wichita products and will program the addition of products manufactured to augment the Adjusta-Form, according to company reports.

Dow Opens Field Office

The Dow Chemical Company, Midland, Mich., has announced the opening of a new field sales office in New Orleans to serve Louisiana, southern Mississippi, southwestern Alabama and northwestern Florida.

Donald Williams, vice-president and director of sales, reported that the office, located at 925 Common St., has been established to provide better service for customers in the four-state area. Glenn H. O'Neal, manager of the company's St. Louis office, will direct the new office. His staff will include Louis O. Litherland, Jr., specializing in general chemicals; Richard F. Lee, Dowflake; Albert E. Weil, agricultural chemicals, and John J. Sheppard, Jr., office salesman for all products.

Detrex Finance Organization

The Detrex Corporation, Detroit, manufacturer of chemicals and drycleaning machinery using synthetic solvents, has organized the Detrex Finance Company as a wholly owned subsidiary. It will assist the 35-company Detrex distributor organization in all financing problems, including those involving allied items not manufactured by Detrex.

H. R. Norgren, general sales manager of the Detrex Drycleaning Division, reported that the organization of the finance company was a natural outgrowth of a recent test plan in which Detrex handled the paper on Detrex equipment only. This arrangement, however, required the customer to seek an additional financing source for equipment other than the Detrex machines.

"We have so much confidence in the future of the drycleaning business that we have established this finance company as a major step in helping the industry expand," Mr. Norgren said.

A. O. Thalacker, Detrex president, will also serve as president of the Detrex Finance Company. Other officers are E. W. Allison, vice-president; T. Kenneth Haven, vice-president, and William W. Baird, secretary-treasurer. The board of directors is composed of these same men and J. P. Emmett and Mr. Norgren.

Prosperity Names Schwartz



GEORGE C. SCHWARTZ

George C. Schwartz of Louisville, Ky., has been appointed by The Prosperity Company, Inc., Syracuse, N. Y., service and sales engineer in the Louisville territory. As assistant to Allan Stoddard, sales and service engineer for Kentucky, Mr. Schwartz will also cover New Albany and Jeffersonville, Ind.

A veteran of World War II,

Mr. Schwartz served as a second assistant engineer with the U. S. Maritime Service from 1941 to 1945.

Le Roi Appoints Sullivan



PAUL D. SULLIVAN

Paul D. Sullivan has been named assistant sales manager, according to an announcement by J. E. Heuser, general sales manager, of the Le Roi Division, Westinghouse Air Brake Company, Milwaukee. Mr. Sullivan will make his headquarters in Milwaukee and will be concerned primarily with promoting the sale of Le Roi portable and Westinghouse stationary air compressors. Mr. Sullivan was formerly in charge of contractor sales for Le Roi.

Strong, Carlisle & Hammond Distributor Changes

Strong, Carlisle & Hammond Co., Cleveland, has appointed two new industrial distributors to handle the Strong Steam Specialty line, including Hydro-Flex steam traps, strainers, regulating valves, blowdown valves and other items for power plants.

Seco Industries, Inc., 29

Broadway, New York City, will distribute the line in New York and northern New Jersey. C. W. Mann, former district manager for this territory, is joining the Seco organization, headed by Charles Sechtig.

Rhodes Equipment Company, 4485 Olive St., St. Louis, Mo., will be the direct factory representative in that area.

Cowles Names Jurusz

Alfred S. Jurusz has been appointed technical representative for Cowles Chemical Company, Cleveland, in the upper New England territory. Active in the laundry business since 1947, Mr. Jurusz was formerly employed at the Queen Anne Laundry, Inc., Boston, a business owned and operated by his family.

Mr. Jurusz is a graduate of Boston University and served in the Army in World War II. He was awarded the Bronze Star and Purple Heart medals and was released with the rank of Captain in 1946.

Huron Continues Campaign

The Huron Milling Company, 9 Park Pl., New York 7, N. Y., will continue its campaign to boost the business of professional laundries, according to an announcement by Glenn H. Freeman, director of sales.

The company is spearheading its campaign with an advertisement in the March 7 issue of *Life*. Theme of the ad will be: "Don't let anyone kid you. Nobody can do shirts like a professional laundry." Counter cards, window streamers, radio records, TV scripts, sales-promotion letters, telephone and routemen solicitations and a new film are available as free promotional material.

Strike Presents Car to Pearson



L. N. Strike, president and founder of Western Laundry Press Co., Salt Lake City, Utah, recently presented a new automobile to O. H. Pearson, chief engineer for the company, to acknowledge Mr. Pearson's service and contributions to the firm.

Stadham

PRESS PADS & COVERS

You'll find a style for every type and make of press . . . for every requirement. Their use helps immeasurably to obtain quality pressing . . . better fabric finishing. Stadham, the originators of treated nylon press covers, has improved the exclusive "treatment" formula so that now

STAD-SPUN and STAD-TEX

press covers have longer wearing qualities. Plants across the nation attest to getting up to 37% extra wear.



PADS • COVERS • BAGS • APRONS
NYLON TAPE • TEXTILE SPECIALTIES

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CHANDLER

SEWING MACHINES

For Darning and Mending
Button Sewing
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Write for Free Trial Offers!

CHANDLER
MACHINE COMPANY
AYER, MASS.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

FOR LONGER LIFE ON PRESS AND MANGLE

insist on

Thomaston

"PEERLESS"
(BRAND)

COTTON COVER DUCK
COTTON COVER CLOTH

IN WANTED SIZES AND WEIGHTS

AVAILABLE THROUGH
YOUR SUPPLY JOBBER

Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of INDUSTRIAL TEXTILES such as: ROPE AND BELT DUCKS • YARNS • CHAFERS • THREADS • SHEETINGS • COATING FABRICS • WRAPPING TWINES • DIVERSIFIED COTTON FABRICS

THOMASTON MILLS, THOMASTON, GEORGIA
New York Office: 40 Worth Street

during the past 25 years. The award was made in conjunction with the celebration of the firm's twenty-fifth anniversary.

Muma Elected by Divco

The election of George E. Muma as president of Divco Corporation, Detroit, has been

announced following a meeting of the company's board of directors. Mr. Muma succeeds Ray A. Long, who has resigned as president but will continue with the company as a director and in an advisory capacity.

Henry Hedeon, formerly works manager, was elected Divco's vice-president in charge of manufacturing.

Beach Expands Prime Sōhp Promotional Program



At its annual sales convention on January 13, Beach Soap Company, Lawrence, Mass., announced its expanded 1955 advertising and promotional program on Prime Sōhp with Shock-Troop Action.

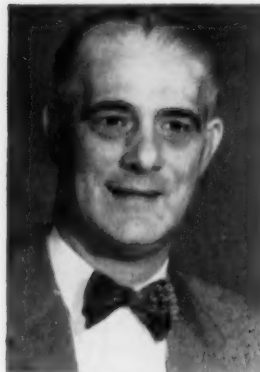
The 1955 campaign features a new type of consumer-directed advertising in the trade magazines. These ads, based on consumer research, are designed to combat the threat of the automatic home washer to the professional laundry industry. Two-color reprints will be available free to laundries for use as bundle inserts and direct mail to tell the housewife the story of the professional laundry.

The two-day convention was opened by Gordon Fulton, Beach president, with impor-

tant roles played by Kenneth E. Fulton and Lloyd Howells. The advertising presentation was made by Earle W. Hoffman and Irving W. Lande of Siltan Brothers, Inc., Beach advertising agency.

Pictured at the convention are (seated left to right): John G. Bottoms, Edward R. Haag, Seymour Citrin, Maurice Basinow, Thomas B. Howley, Charles E. Brinn, Frank W. Beachley, James L. Drury. Standing, left to right, are: Carl F. Mudgett, Harold A. Caruso, Earle W. Hoffman, Irving W. Lande, Louis K. Wolff, Edward C. Regan, Kenneth E. Fulton, Gordon R. Fulton, Lloyd T. Howells, Carl C. Muller, Kirk R. Batcheller, William E. Wyatt and Leonard G. Wallace.

Swift Promotes Hallenbeck and Westering



G. H. HALLENBECK



M. L. WESTERING

G. H. Hallenbeck has been named head of the soap department of Swift & Company, Chicago, according to an announce-

ment by E. A. Moss, vice-president. Mr. Hallenbeck succeeds M. L. Westering, soap department manager for the

past 14 years, who has been assigned specialized duties in the office of the company's executive vice-president, O. E. Jones.

Mr. Hallenbeck, who joined Swift in 1933, has served in the hotel sales department, the branch house sales division and in the industrial soap division, which he headed prior to his recent appointment.

Mr. Westering, who joined the company in 1922, has been a salesman, assistant plant sales manager, a member of the general plant sales department and assistant head and later head of the general soap department.

Timken Appoints Gibson

D. G. Gibson has been appointed district manager in Dallas, Tex., for The Timken Roller Bearing Company, Canton, Ohio, to succeed the late

Harry Trump. Formerly assistant district manager, Mr. Gibson joined the company in 1938 after his graduation from Pennsylvania State University.

At the same time it was announced that Frank G. Siler has completed the company's industrial training program and has been assigned to the Moline, Ill., office as a field engineer.

Williams Named by Risdon

Risdon Manufacturing Company, Naugatuck, Conn., has announced the appointment of Harry Williams as sales representative for its Wire Goods Division.

Mr. Williams, whose headquarters are in Dallas, Tex., will promote the sale of laundry pins, safety pins, straight pins and accessory items in Kentucky, Tennessee, Arkansas, Louisiana and Texas.

Bulletin on Orlon Tailoring

Preliminary Bulletin CSB-OR-36 on the tailoring of men's "wash 'n wear" garments containing Orlon should be of interest to laundryowners in the operation of their repair departments.

According to Du Pont, the publisher, tailoring of garments containing 75 percent or more of Orlon requires techniques different from those used on traditional fibers. In addition, garments that are to be washed and worn with little or no pressing require a different type of findings from those used on conventionally tailored items.

This bulletin—which covers sponging, designing, cutting, sewing, pressing and findings—was prepared by Customer Service Section, Sales Service Division of the Textile Fibers Department, E. I. du Pont de Nemours & Company, Inc., Wilmington, Del.

AIL Membership Drive

More than 1,500 allied trades salesmen are cooperating with the American Institute of Laundering in the "partners in progress" membership campaign.

Over 250 new members have joined the Institute since the opening of the campaign, and this enthusiastic response has led to deferment of the campaign closing date.

Interested laundryowners, who are not AIL members, can secure complete information on the advantages of membership by contacting their allied tradesmen, or by writing to Ward A. Gill, director of industry relations, at Institute headquarters in Joliet, Illinois.

Consolidated Holds Forum

"More Drive in '55" set the theme of the sixth annual management forum of Consolidated Laundries, held in New York City on January 14 and 15.

Murray Cohen, chairman of the board and president, delivered the opening message, enumerating the contributions made by all Consolidated employees in 1954 and setting the sales theme of the forum.

Features of the forum were a general discussion conducted by Joseph Weiss, vice-president and treasurer of the company; a tribute to the late chairman of the board,



"Oooh! What You Said, Mr. Spotswood! I promise I'll never again forget to reorder DIAMOND Orthosilicate."

This could happen in your plant, too. Don't take chances, call your DIAMOND ALKALI supplier today.

LAUNDRY AND DRY CLEANERS' SUPPLIES

JUMBO LAUNDRY NET PINE
SECURITY MARKING PINE
COVER CLOTH FASTENERS
SAFETY PINS
STRAIGHT PINE
LAUNDRY & DRY CLEANERS ACCESSORIES
RISDON SELF COVER BUTTONS
RISDON BUTTON PINE
THE RISDON MANUFACTURING CO.
NAUGATUCK, CONNECTICUT

Ask your dealer for your copy of this NEW RISDON REMO CATALOG

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN.

RI-2

EARN \$100. *more weekly!*

with **UNITWASH**

The **Combination** WASHER •
EXTRACTOR



FOR PARTICULARS WRITE TO

UNIT WASH

C O R P O R A T I O N
PLAINVILLE, CONN.

The only Combination Washer-Extractor for
laundry proven to cut labor costs in half.

I. M. Weinstein, by Murray Cohen; "No Man Can Do It Alone," a speech by Milton Weinstein, a director of the company and president of the National Linen Service of Atlanta, and discussions by W. B. Dean, secretary; Jerome Andrews, general manager of the Linen Division; A. J. Weinberg, a vice-president of National Linen Service, Atlanta; Jacob Landau, the company's counsel and a director.

Awards to 25-, 35- and 40-year veterans of the company were presented by President Murray Cohen, and a banquet wound up the proceedings.

Iowa Institute Convenes

The Iowa Institute of Laundering held its annual convention in the Fort Des Moines Hotel, Des Moines, on January 14. Among the association's plans for the coming year are plant visits to Waterloo Laundry, Waterloo, in February; Magnus Model Laundry, Muscatine, in May, and Brooks Laundry, Fort Dodge, in September.

The following officers were elected for the coming year: Dick Hager, Marshalltown, president; Bob Stevenson, Iowa City, vice-president; Wayne Anderson, Des Moines, secretary-treasurer. New board members are Fred Taylor, Boone; Art Howe, Muscatine; Jerry Wetlaufer, Oelwein, and Bob Evans, Davenport. Ward Wilson, Des Moines, was appointed chairman of the legislative committee. He will be assisted by Gene Hawk and Rollin Corbin, also of Des Moines.

Canadians Hold Joint Meeting

About 100 members of the Eastern Canadian Laundry and Drycleaners' Association and the Laundry and Cleaners Association branch of the Toronto Board of Trade met re-

cently to hear a report titled "CRI, Your Institute, Growing With Your Industry."

Colin Bayley led off the after dinner program with a stereoscopic presentation of the new Textile Research Laboratory of the National Research Council. Ernie Finlayson followed with a colored series of slides on the Canadian Research Institute of Launderers and Cleaners' new building and service laboratory. Mr. Finlayson also pointed out that over 300 garments are received by the CRI each month for unbiased technical referee reports.

Pennsylvania Sponsors Course

On March 25 and 26 the Pennsylvania Laundryowners Association is sponsoring the American Institute of Laundering short sales course at the Penn Sherwood Hotel in Philadelphia.

AIL staff members will discuss the following topics: Bill Mercer, "What Is My Best Source of New Customers?," "Is My Largest Route My Best Route?," "What Can I Do About Routes That Aren't Growing?"; George Isaacson, "The Drive-In Story," "What Customer Records Should I Have?," "Would I Be Smart To Use Direct Mail Advertising?."

Dick Gruben will discuss "What Can I Say to People Reporting Losses and Damages?," "What Claim Records Should I Keep?," "What Training Should I Give New Sales People?."

Bob Young's topics are: "What Is the Best Place To Spend My Advertising Money?," "How Much Shall I Spend on Advertising?," "Should I Train Experienced Sales People? and How?," "How Often Should I Run a Sales Contest? What Kind?," "What Is the Best Way To Price Laundry Service? How Do I Explain Prices?."

Income Tax Advice

On this year's form for Federal tax returns there appears the question "Did you pay anyone for assistance in the preparation of your return?" The Committee on Federal Taxation of the American Institute of Accountants offers the following suggestions for answering this question.

The answer should be "yes" if an accountant has been retained, even though he has not yet been paid.

The answer should be "no" if tax advice was given to a client only on general matters not in any substantial sense connected with the preparation of the return.

In the case of a partnership, the answer should be "yes" on the partnership return and "no" on individual returns if the latter were prepared as part of the engagement of the accountant who prepared the partnership return. However, the accountant should sign the "Statement of Person Preparing the Return" at the end of the partners' individual returns, as well as that on the partnership return.

These suggestions would also apply in the case of persons other than accountants who are paid to help prepare Federal income tax returns.

AIL Will Repeat Course

The first two subjects in the American Institute of Laundering's new 10-week laundry education course are full, according to Institute reports, and students applying for enrollment in these two subjects are being referred to a September 6 date, when the entire series will be offered for a second time.

A few openings still remain for the following two-week courses: laundry sales and advertising, February 28-March 11; laundry office operations, March 14-March 25; general laundry management, March 28-April 8.

Announcing the New Delivery Body Models by BOYERTOWN



SN-7 & SN-8

on Flat Face Cowl Chassis
Stand Drive Controls Available

- Designed for Your Method of Handling
- Full square usable payload space of 198 and 242 Cu. Ft.
- Easily installed shelving, racks, hooks to fit Your operation
- Load accessible from front and rear
- 7 additional delivery panel and Merchandiser models available



MN-7 & MN-8

on Forward Control Chassis
Lower—More Narrow Body



Convention Calendar

New Jersey Laundry and Cleaning Institute
Essex House
Newark, New Jersey
February 19, 1955

American Institute of Laundering
Young Men's Conference
La Salle Hotel
Chicago, Illinois
February 28–March 2, 1955

National Institute of Drycleaning
Chicago, Illinois
March 3–6, 1955

New England Linen Supply Association
Hotel Somerset
Boston, Massachusetts
March 11–12, 1955

Western States Laundrymen's Round-Up
Thunderbird Hotel
Las Vegas, Nevada
March 11–12, 1955

Texas Laundry and Dry Cleaning Association
Texas Hotel
Fort Worth, Texas
March 17–18, 1955

Massachusetts Laundryowners Association
Hotel Statler
Boston, Massachusetts
April 1–2, 1955

Ohio Laundryowners Association
Onesto Hotel
Canton, Ohio
April 14–15, 1955

North Dakota Laundry Owners Association
Prince Hotel
Bismark, North Dakota
April 15–16, 1955

Southern Laundry & Cleaners Association
Captain Shreve Hotel
Shreveport, Louisiana
April 15–17, 1955

GROSS STAR Aluminum GRID PLATES

**THE SUPER SAFE PLATE
FOR ALL FABRICS**
AT NO PREMIUM PRICE!

The Perfect
Pressing
Job You
Always
Wanted



Presses
All
Fabrics

**THE ONLY GRID PLATE
THAT NEEDS NO LINER**

PLANT SURVEYS AND LABORATORY TESTS PROVE that new fabrics have created no problems for GROSS STAR users.

Plant owners using GROSS STAR PLATES CLAIM:

- Perfect Finishing Faster and Safer
- More Economical Finishing
- AND press twice as many garments—per the life of the plate—THE TOUGHEST GRID PLATE MADE.

When Ordering, Don't Say "Press Plates"—Specify
"GROSS STAR." You'll Be Glad You Did

Not \$30
Not \$25
Not \$20

**BUT the same
LOW PRICE
of only \$14.85**
(up to 46")
Over 46" ... \$19.25
Mushroom ... \$11.00

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO. TEL.
1724 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-6022

Mountain States Laundryowners Association and
Mountain States Dry Cleaning Association
Hilton Hotel
Albuquerque, New Mexico
April 21–23, 1955

New York State Launderers and Cleaners
Association, Inc.
Park Sheraton Hotel
New York, New York
April 28–30, 1955

Diaper Service Institute of America
Hotel Statler
New York, New York
May 1–4, 1955

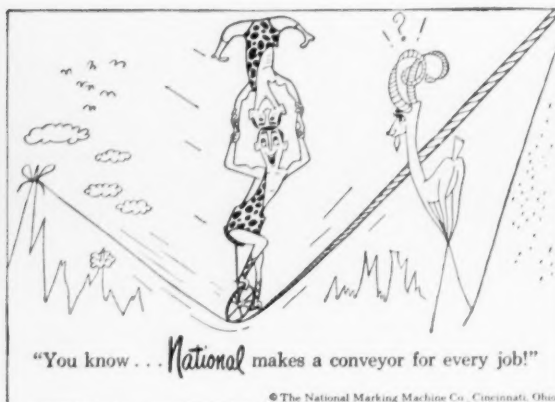
PROOF of a bigger payload

Over 2000 lbs. of lead shot in bags are piled in this small 2½ bu. canvas basket without strain or damage. Dandux canvas baskets and trucks are stronger.



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Daniels, Maryland
NEW YORK 6, N. Y. CHICAGO 6, ILL.
75 West Street 549 W. Randolph St.



Illinois Laundry Association
American Institute of Laundering
Joliet, Illinois
May 5, 1955

Laundryowners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming
Park Hotel
Great Falls, Montana
May 6-7, 1955

West Virginia Launderers and Dry Cleaners Association
Stonewall Jackson Hotel
Clarksburg, West Virginia
May 6-7, 1955

Linen Supply Association of America
Ambassador Hotel
Los Angeles, California
May 10-13, 1955

Pacific Northwest Launderers & Dry Cleaners
Winthrop Hotel
Tacoma, Washington
May 12-14, 1955

Pennsylvania Laundryowners Association
Shawnee-on-the-Delaware
Shawnee, Pennsylvania
May 12-15, 1955

The Connecticut Launderers & Cleaners Association, Inc.
Hotel Elton
Waterbury, Connecticut
May 13-14, 1955

Idaho State Laundry & Dry Cleaning Association
Shore Lodge
McCall, Idaho
May 13-14, 1955

Oregon State Laundry Owners Association
Eugene Hotel
Eugene, Oregon
May 19-21, 1955

New Hampshire Laundry and Cleaners Association
Hotel Wentworth-by-the-Sea
Newcastle, New Hampshire
May 21, 1955

California Laundryowners Association, Inc.
Feather River Inn
Blairsden, California
June 9-12, 1955

Laundry and Cleaners Allied Trades Association
Grand Hotel
Mackinac Island, Michigan
June 23-26, 1955

Obituaries

Philip H. Bryan, 61, former owner of a Detroit self-service laundry business, died recently at his home. Mr. Bryan was a thirty-second degree Mason. He is survived by his wife, a son and a daughter.



John P. Gray, 40, supervisor of public relations for Adco Inc., Sedalia, Missouri, died on January 12.

Before joining Adco in 1951, Mr. Gray was on the staff of the National Institute of Drycleaning, serving as instructor in wetcleaning, synthetic drycleaning and spotting from 1937 until 1941, when he left to manage plants in Norfolk, Virginia, and Washington, D. C. From 1942 to 1945 he studied aviation and taught aerial navigation and meteorology to Naval aviation cadets at Virginia Polytechnic Institute.

Mr. Gray rejoined the NID in 1945 as coordinator of instruction and later director of education. In this post he wrote courses of instruction, trained instructors and supervised teaching methods at the Institute. He also helped write the NID management course, taught supervisory techniques and speech, and conducted personnel testing. For two years Mr. Gray was national president of the NID Alumni Society.

Mr. Gray's wife and two children survive. Two brothers, Ed and Bill, are members of the Adco staff.

Ed McDonald, 49, owner and operator of the Milton (Florida) Laundry, died suddenly after a heart attack. Survivors include his wife and a son.

UNI-MAC TWIN

IT'S SAFE!



Here's the amazingly efficient, economical washer with *safety* as a prime feature! Bock extractor basket *cannot* turn when lid is up. Exclusive action cuts current when lid is raised, stops running. Applies brake automatically, stops basket in less than 3 seconds. No hand or foot controls, no unsightly hose on lid.

Write for full details on

AMERICA'S MOST ADVANCED WASHER!

UNI-MAC CO. • P. O. BOX 4977 A • FORT LAUDERDALE, FLA.

John E. McInerney, 69, president and founder of People's Laundry, Worcester, Massachusetts, died recently. Mr. McInerney was a member of Knights of Columbus and the Elks. Three sons and five daughters survive.



Clarence W. Neu, Jr., 42, Southern Division sales manager of The American Laundry Machinery Company, Cincinnati, was killed in a plane crash outside of Cincinnati on January 12.

Mr. Neu had been associated with The American Laundry Machinery Company since March 1940. During his career with the company he successively held the positions of assistant manager of the field engineering department, salesman and assistant Southern Division sales manager. He was appointed manager in October of last year.

Mr. Neu was a thirty-second degree Mason and a member of the Shrine. His wife and parents survive.

Joseph Latona, 61, operator of an Oil City, Pennsylvania, laundry, died there recently.

Melvin Ames Viner, 41, president of Arcade-Sunshine Company, laundry and drycleaning establishment of Washington D. C., died on January 12. Mr. Viner became president of the firm in 1952 on the death of his father, Harry Viner, who founded the business 47 years ago. Mr. Viner was active in the Laundry-

- FOR TEMPORARY IDENTIFICATION -

THERMO-SEAL
TAG-O-MATIC

with Thermo Tape and Tabroll

TAG-O-LECTRIC (Power Stapling)
with Tag-O-Lectric Fiberglass and Staples

TAG-O-MATIC
Tag-Making and Marking Machine
with Tag-O-Lectric Fiberglass

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RIBBON-RITE MARKING MACHINE
All Textile Machines use indelible Ribbon-Rite Ribbons

Write for Free Booklet on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE Co., Inc.
246 Walton Street, Syracuse 2, New York



Drycleaning Association of the District of Columbia and was a member of the American Institute of Laundering and the National Institute of Drycleaning. In addition he served on the board of directors and on committees of the Washington Better Business Bureau and the Washington Camp for Boys and Girls.

Survivors are his wife, a son, a daughter, his mother and two brothers, Leonard R. and Robert L. Viner, who are vice-presidents of Arcade-Sunshine.

Luigi Salamandra, 83, founder of the Domestic Laundry, Trenton, New Jersey, died after a brief illness. Mr. Salamandra was a founder of the Roman Society and was a member of the Monteleonese Society, Sons of Italy and the Chamber of Commerce. Four daughters and two sons survive.

Frank Wright Shepherd, 67, vice-president of Shepherd Laundries Company, died recently in Houston, Texas. Mr. Shepherd's family started the first laundry in Beaumont about 65 years ago, and the firm now operates laundries in San Antonio, Houston and Beaumont.

Survivors are his widow and a son.

Harry W. Trump, 63, Southwest District manager of the Industrial Division of The Timken Roller Bearing Company, Canton, Ohio, died recently in Dallas. Mr. Trump joined the company in 1927 in the design engineering department. Eight years later he was named sales engineer in the Chicago office. He had held the post in Dallas since February 1935.

Mr. Trump was a veteran of World War I and belonged to the American Legion.

Frank Wicks, 68, owner of Wicks' Self-Service Laundry, Springfield, Missouri, died recently in an automobile crash.



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best

We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

BEST!

FOR QUICK-SERVICE PLANTS
Key-Tag's Model A-15
FLAG CHECKING
SYSTEM

3-WAY CHECK!

- 1 BY COLOR
- 2 BY NUMBER
- 3 MECHANICAL CODE LOCK MAKES MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO



CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

ONE COMPLETE DRYCLEANING—LAUNDRY AND COLD STORAGE PLANT. Will sell reasonable. ADDRESS, Box 661, STARCHROOM LAUNDRY JOURNAL. -2

A complete drycleaning, laundry, storage, rugs, etc., plant. Will sell very reasonable, doing about \$3,000 a week. Very good reputation. Please contact Mr. Kenyon Ricci if interested. Home phone: Pawcatuck, Conn. 4550; Business phone: Westerly, R. I.—Ashway 2266. Kenyon's Cleaning Co., Westerly, R. I. 724-2

Central Florida—complete laundry, drycleaning and rug shampooing plant. Price \$34,500. Building \$6,000 or can be leased. Over \$40,000 gross business. Terms. ADDRESS, Box 762, STARCHROOM LAUNDRY JOURNAL. -2

Owner retiring, will give excellent terms to right parties. Fine BUILDING, fair equipment, excellent Southern California location. Doing over \$300,000 annually. A REAL OPPORTUNITY for someone. ADDRESS, Box 589, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY and DRYCLEANING plant, largest east of Los Angeles county, only laundry in trading area of 40,000. Gross \$220,000. Modern buildings and equipment. Good year-round business. Will sell all or lease buildings. Wish to retire. ADDRESS, Box 755, STARCHROOM LAUNDRY JOURNAL. -2

Established, modern laundry and drycleaning plant, including real estate. Doing approximately \$100,000 yearly. Located in southern Indiana. Industrial city. Only one in county. An exceptional opportunity as owners have other interests. For details write: Realtor, Box 7, Bedford, Indiana. 794-2

SALESMEN-DISTRIBUTORS WANTED

FACTORY REPRESENTATIVES WANTED. A well-established manufacturer of commercial washers, extractors, drying tumblers and ironers has several openings for high-grade salesmen to call on jobbers of commercial and quick-service laundry equipment. Must be experienced in that field. Remuneration—straight commission. Protected territory. Give age, experience, references and photo to SIMPLEX DIVISION OF SPEED QUEEN CORPORATION, ALGONQUIN, ILL. 833-14

SITUATIONS WANTED

Laundry and drycleaning superintendent, 15 years experience in America, 10 years experience in foreign country. Best references, married, sober, steady, American, white, 45 years old. Will lease plant or on percentage or salary. ADDRESS, Box 832, STARCHROOM LAUNDRY JOURNAL. -5

Manager with 20 years experience in all phases of laundry, linen supply and drycleaning, desires responsible position with progressive plant. AIL graduate, university engineer, modern technician, excellent employee relationships, highest references. ADDRESS, Box 826, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

Shirt department manager. A medium-size family laundry seeks a manager for its shirt department. Good future and salary. Must have background and experience in quality operation. Write full particulars and salary desired in first letter. ADDRESS, Box 827, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY SUPERINTENDENT WANTED. YOUNG AGGRESSIVE LAUNDRY AND DRYCLEANING SUPERINTENDENT WANTED FOR MODERN SOUTH FLORIDA PLANT. PREFER AIL GRADUATE WITH MINIMUM OF 3 YEARS EXPERIENCE. MUST BE ABLE TO HIRE AND TRAIN LARGE GROUPS OF PEOPLE. ALL REPLIES CONFIDENTIAL. WRITE STATING ALL QUALIFICATIONS AND SALARY EXPECTED. ADDRESS, Box 828, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY DEPARTMENT MANAGER for a large laundry and drycleaning chain in metropolitan New York. Applicant must have had extensive prior experience supervising washroom, shirt department and flatwork department operations. Must have ability to handle personnel and must be cost and efficiency conscious. Salary commensurate with ability. Write stating all qualifications including salary and personal data in detail. ADDRESS, Box 829, STARCHROOM LAUNDRY JOURNAL. -7

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, Rt. 3, CHARLOTTESVILLE, VA. 782-25

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat \$6.00. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 767-13

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N.W. 2nd Ave., Miami 37, Fla. 607-10

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

NOTICE TO ADVERTISERS

To maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-4585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—PROSPERITY WASHERS from 35 lbs. to 200 lbs. Eggen Laundry, 367 Brook Ave., Bronx, N. Y. 738-3

Wanted Washer 42 x 84" 4-pocket, preferably belt-driven. Must be in very good condition. Vail's Laundry, 444 Bathurst St., Toronto, Ontario, Canada. 825-3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleave Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleave Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

Boiler for sale Ames, oil-fired, 60 H.P., 100 W.P., excellent condition, never pushed. Sunshine Laundry, Inc., Bloomsburg, Pa. 795-36

For Sale: 100 H.P. Steammaster package unit boiler with oil burner and controls complete. This boiler new cost \$10,000. Sacrificing for \$1,000. **ADDRESS, Box 796, STARCHROOM LAUNDRY JOURNAL.** 36

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

**Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.**

Used for years by hundreds of laundries.

SAMPLES FREE

(All shipments C.O.D. unless check accompanies order)

**Price, per thousand \$7.50
5000 or more, per thousand, \$6.50**

Starchroom Laundry Journal
304 East 45th Street
New York 17, N. Y.

MACHINERY FOR SALE

6-roll 120" Smith-Drum streamline ironer, variable speed, motor-driven, rebuilt. Immediate delivery. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 801-4

30" motor-driven American, Troy, Tolhurst extractors, extra deep, S.S., copper baskets, rebuilt, new-machine condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 802-4

1 Hoffman 75A petroleum still, Immediate delivery. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 803-4

4-roll 100" and 120" American flatwork ironers, motor-driven, perfect condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 804-4

36 x 30" Huebsch, Hoffman, American tumblers, laundry and drycleaning, gas and steam heated. Rebuilt. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 805-4

2 **HOFFMAN 44 x 120"** belt-drive wood washers. Double-end V belt drive, perfect mechanical condition. Require new wood. \$385 each. H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wis. 831-4

5,000 GHP Butler and Gross Monel screen filters. Perfect condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 806-4

1 double-cylinder Asher ironer, high-production machine, reasonable. Can be seen in operation at Hart & Sons Laundry, 40 Ninth St., Troy, N. Y. 830-4

48" Troy, motor-driven, open-top extractor, rebuilt. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 807-4

SHIRT BODY PRESS. Model 41-C Super-Zarmo, air driven with 37 1/2" long, 18" wide buck. Finishes entire shirt body, including back portions of yoke, in three fast lays. Completely factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 822-4

16 x 100" American 2-girl return-type ironers. Excellent condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 808-4

Permutit 9' x 7' SS Zeo-Dur unit, 5" piping and valve. 380 gallons/minute. 150,000 gallon/regeneration. \$1,500. Elite Laundry Co., 320 W. Bidle St., Baltimore 1, Md. 798-4

6-ROLL IRONER. 120" Smith-Drum with ribbon feed, automatic stop, power raising device, new padding, aprons and ribbons. V belt motor drive, 220-60-3 AC. Factory rebuilt for long service at low cost. The American Laundry Machinery Co., Cincinnati 12, Ohio. 821-4

1 Mercury D.C., unit slightly used. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 810-4

3 **COUNTING MACHINES**—21" wide, 57" long, flat conveyor belts, Veeder Root register, casters. Count diapers, towels and all types of garments. 1/2 H.P., 220 volt motor, \$200 each. Write H. J. Berger, The Great Atlantic and Pacific Tea Co., 2265 Cortland St., Belleville 9, N. J. 813-4

4-ROLL FLATWORK IRONER. American 100" slanting-frame type with leveling blocks, power raising device, ribbon feed, speedometer and all new padding, aprons and ribbons. V belt motor drive, any standard current. Completely reconditioned and attractively priced. The American Laundry Machinery Co., Cincinnati 12, Ohio. 820-4

2—16 x 50" American return-feed flatwork ironers. Brand-new at less than half original cost. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 809-4

INFRA RED HEAT LAMP INSTALLATION—4 panels 8-1/4", 4 channels single phase, 220 volt for use with 375 watt R40-1 lamps—hastens drying—no lamps included—complete \$75. Write J. H. Berger, The Great Atlantic and Pacific Tea Co., 2265 Cortland St., Belleville 9, N. J. 814-4

FORSE MASTER SLEEVE. Model 75 SL, for 110 volt, 60 cycle, single-phase electrical service, quick shipment. Yours at worthwhile saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 823-4

Beautiful Pantex D.C., unit with 30 x 48" metal cylinder washer, motor-driven, and 26" Pantex motor-driven extractor, 1500 GPH Gross filter. Like new. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 811-4

FOR SALE: 27 Eagle model 53 presses, serial 12126 to 12152. Purchased 1931. Fair condition. 52" x 18" x 18" bucks, automatic air drive. Price \$50, as is, where is. 2 Singer Model 95-10 sewing machines, 2 Singer model 142W101 darning machines, approximately 30 years old. Fair condition. Write P.O. Box 840, Terre Haute, Indiana. 799-4

DRYING TUMBLER. American 36 x 30" Zone-Air, 4 steam coils, single motor drive, 220-60-3 AC. Immediate shipment. Priced at \$150 saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 824-4

MACHINERY FOR SALE (Cont'd)

AMERICAN NOEX 140F DRYCLEANING UNIT, CONSISTING OF: 30" x 48" direct motor-driven metal washer with metal cylinder; 30" motor-driven extractor; 36" x 30" drycleaning Noex tumbler to comply with 140F regulations; 75-gallon still; 1300-gallon Monel screen filter; 2 cone-bottom tanks, complete with necessary pumps, traps, piping and fittings. **EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 789-4**

LIQUIDATION SALE OF FINE LAUNDRY EQUIPMENT of the **CONNECTICUT STATE HOSPITAL, Middletown, Conn. ACT FAST FOR BARGAINS!** American 8-roll 120" **FLATWORK IRONER**; American 6-roll 180" **FLATWORK IRONER**; 42" x 84" American Norwood Cascade **MONEL WASHERS**, 2 pockets; 42" x 96", 3 pockets; 42" x 96", 6 pockets; 30" x 30" American Cascade **MONEL WASHERS**; 24" x 36" American Cascade **MONEL WASHERS**; American 54" **NOTRUX EXTRACTOR**, 3 sets of **MONEL CONTAINERS**; American 48" **MONEL OPEN-TOP EXTRACTORS**; 30" copper starch **EXTRACTOR**, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. **WRITE, WIRE OR 'PHONE:** Sole liquidator: **WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666. 790-4**

American Cascade 42" x 84" Monel Washer, 2 pockets, 2 doors, special price \$1,795; 42" x 72" Troy Premier Monel washer, 2 pockets, 2 doors, special price \$1,650; 42" x 72" 4-pocket American Cascade Monel washer, special price \$1,650. Above machines motor-driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666. 791-4**

TWINMATIC—hydro-balanced—washer—extractor—tumbler does all three operations in one open-pocket horizontal cylinder without partitions. Twinmatic uses patented method of jetting fluids to eliminate vibration. Write for catalog on 30—40 and 100 lb. Twinmatic for dry-cleaning and laundries, sold by Imperial Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585. 785-4

1—48" Tollhurst motor-driven extractor—\$300; 1—48" Troy motor-driven extractor, belted motor—\$300; F.O.B. Oak Park, Illinois. Mid-Continent Laundries, Inc., 600 North Blvd., Oak Park, Ill. 719-4

1 water softener, boiler 35 H.P., 2 1/2 years old; 5 power presses, hot water storage tank, Johnson water pump. Priced very reasonably. Ralph Di Donato, 1504 Greenwood Ave., Trenton, N. J. 739-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 784-4

PROSPERITY 3-GIRL SHIRT UNIT, automatic folder, cabinet sleeve, double collar, double cuff, body, bosom and yoke press. Three years old, new guarantee \$3,875. See it in operation. H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wisconsin. 769-4

BLANKET AND CURTAIN DRYER. American 2-drawer, steam-heated with 220-60-3 AC motor-driven air-circulating fan. Demonstration unit, only slightly used. An exceptionally good buy. The American Laundry Machinery Co., Cincinnati 12, Ohio. 816-4

Two (2) 90,000 gel. Mid-West softeners containing Amberlite IR-120 water-softening resin. The equipment is like new and the price is reasonable. The reason for selling is due to discontinuing washing and dyeing operations. Ripon Knitting Works, Ripon, Wisconsin. 815-4

22" x 25" END-LOADING WASHER. Completely rebuilt American Cascade, ready to ship. For fast handling of specials, go-backs, individual bundles. Monel tub and cylinder, motor drive 220-60-3 AC. A real buy at the low price. The American Laundry Machinery Co., Cincinnati 12, Ohio. 817-4

1—2 girl shirt unit (Forse Red Head) complete with folding table, compressor. Also 48" gas-fired mangle. Bert's Laundry, White Hall, Ill. 812-4

42" x 54" ELLIS DRYER CO. WASHER. Monel metal tub and cylinder with two pockets, two doors, Yates two-way float-type water inlet valve and piping. Motor-driven, 220-60-3 AC. Completely factory overhauled and priced to save you plenty. The American Laundry Machinery Co., Cincinnati 12, Ohio. 818-4

American 48" open-top drycleaning extractor, motor-driven, excellent condition, \$1,300. **ADDRESS, Box 797, STARCHROOM LAUNDRY JOURNAL. -4**

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036; size 30" x 40"—80 lbs. dry weight capacity, \$1,116; size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. **ROBERT EWING & SONS, INC.** Builders of washers since 1905. Dept. SR, P. O. Box 454, Troy, N. Y. 590-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4**

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET; 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL; IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn, 6, N. Y. 648-4

40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4**

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4**

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 10" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42" x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4**

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4**

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42" x 42" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

44" x 120" MASTER CASCADE WASHER. Thoroughly rebuilt, immediate shipment. Monel tub and cylinder, 3 vertical partitions, 4 doors with single-handle, wedge-type latches. Motor-drive, 220-60-3 AC. A splendid machine at bargain price. The American Laundry Machinery Co., Cincinnati 12, Ohio. 819-4

Hoffman shell-less washers used about 6 years, in excellent condition: 2-44" x 84" and 1-36" x 54". Also one 54" Notrux extractor with 2 sets of containers. These machines are in use in a family laundry and will be available in 90 days. **ADDRESS, Box 800, STARCHROOM LAUNDRY JOURNAL. -4**

MACHINERY FOR SALE (Cont'd)

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer, American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-8621. 188-4**

For Sale: 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763. 9628-4**

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9948-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARPO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-2397 (6) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

5000-GALLON GROSS FILTER WITH MONEL SCREEN AND 2000-GALLON TROY OLSON FILTER. IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 694-4

9 Huebsch open-end tumblers, 4-coil, AC 220 volt, 3 phase, 60 cycle, practically new. Want to dispose of them immediately, special price \$225 each. **ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL.** -4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

4 Tumblers, Ellis Drier Company, 48 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4**

30 x 120" and 36 x 120" **WILLEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4**

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN 8-ROLL 120" SYLON FLATWORK IRONER, WITH REEVES DRIVE. EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 30" HUEBSCH and AMERICAN OPEN END TUMBLERS. GAS and STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

40" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. Evergreen 9-6585, has Prosperity 2-girl-unit—American Tiltor unit—Huebsch tumblers—Bock extractors—Pellerin-Milnor automatic washers—Columbia boilers. Complete plants installed and financed. 786-4

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Cook Machinery, are doubly proud of our new plant. It is a symbol of our continued success, but more important, it is positive proof that our WASHETTES are meeting the demands of thousands of laundrymen for a really fine open-end washer.

By the time you read this, our plant expansion program will be completed, and more WASHETTES than ever before will roll off our new production lines. These 1955 WASHETTES will feature all the reliability and sound engineering which has made Cook Machinery the pioneering leader in the field — plus many new advances in design and construction.

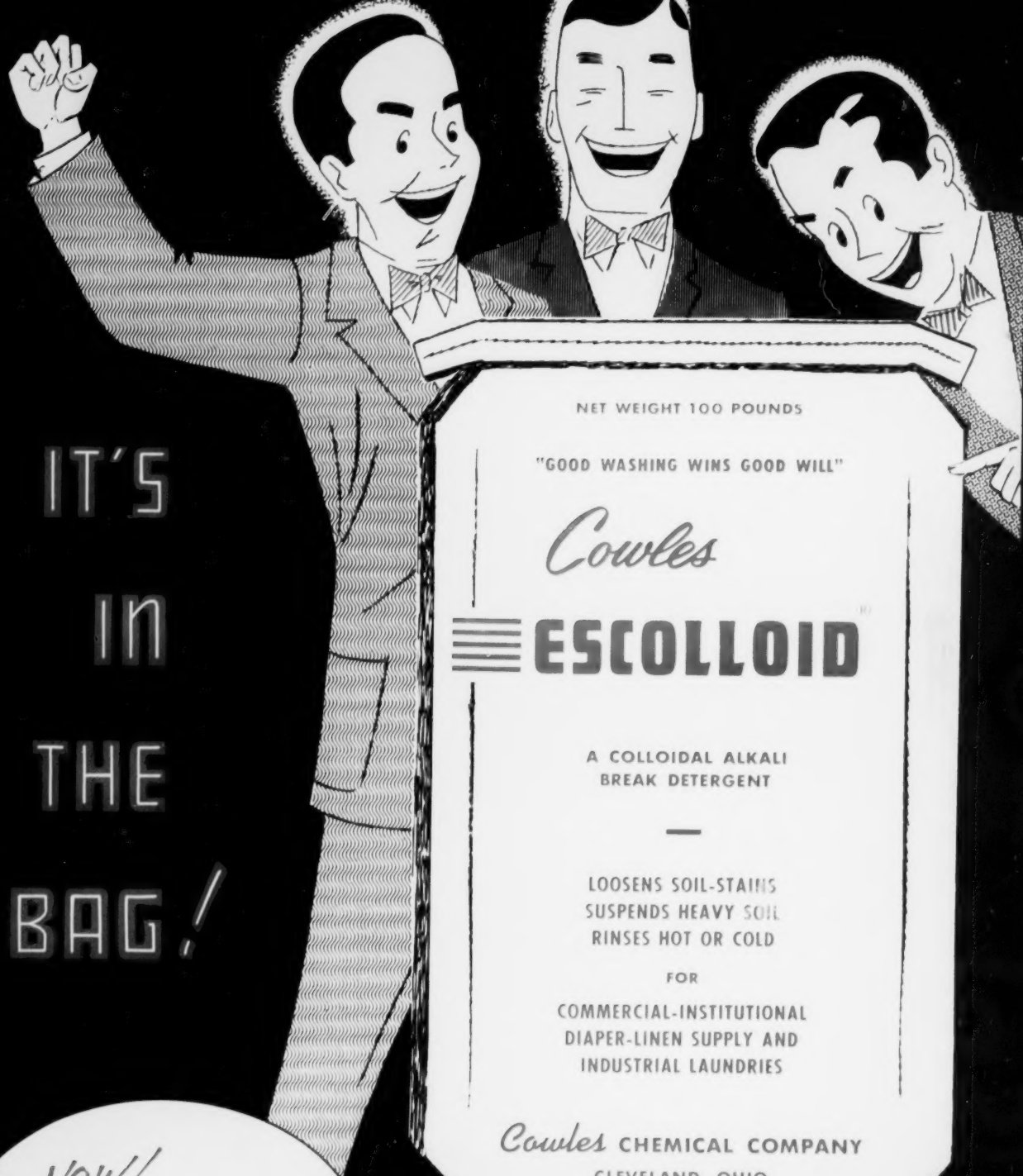
You are cordially invited to look over the new Washette line at the Chicago NID Convention, March 3-6 (booth 430). You'll want to see the modern, '55 cabinet designs, and the beautiful new "rainbow" pastel colored models, that stopped the show in Atlanta.

Write or wire today for complete details on the WASHETTE for '55. This year, as always — for construction, economy and performance, WASHETTE is your best buy. WASHETTE — world leader in openend washers!



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